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THE JOHN C. REAR
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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIII. NEW YORK, NOVEMBER 7, 1900. No. 6.

DUSTING OFF



A sign that goods
are not moving.

The Best

"Dust Preventer"

is the
circulation of

THE
PHILADELPHIA
RECORD

The only paper in Philadelphia that carries the advertising of
all the great department stores.

Average circulation for the first ten months
of this year:

192,137 Daily,

Rate 25 cents per line.

153,915 Sunday,

Rate 20 cents per line.

You can have an agate rule or a miniature copy of the RECORD (the finest
ever printed) for the asking.

The cost of issuing the American Newspaper Directory is about thirty thousand dollars a year. To repay that outlay by the sale of books, at the retail price, would call for an edition of six thousand copies. The number of copies actually disposed of in a year is not far from nine thousand copies. The sales, however, are not all made at the retail price and a good many copies go to newspaper men who prefer to pay in advertising space which though valuable is not equivalent to spot cash. Beyond the cost of the publication a reasonable profit on the business has to be provided for. It has been found that in the case of the American Newspaper Directory, like that of most newspapers, without an income from advertisements its publication would not be profitable.

Newspaper men commonly prefer to pay for a service with advertising space instead of cash, if it can be so arranged, and it has been the practice of the Directory publishers to acquiesce in this preference and accept displayed advertisements for the Directory, with the understanding that the price shall be paid in space at cash rates less the usual agent's commission.

To meet the views of some exceptional newspaper men who are unwilling, on principle, to entertain any proposal looking to an exchange, it has been the custom of the Directory publishers to allow a discount of ten per cent from the cash rate for a check in full settlement accompanying the order for an advertisement.

For the small Publishers' Announcements that follow the description of a paper in the body of the book, costing only fifty cents a line, and frequently amounting to no more than a dollar or two, it is found best to exact the cash in all cases, thereby avoiding complicated small accounts, vexatious bookkeeping and collection charges.

A free copy of the Directory in all cases goes to every person having an advertisement inserted that amounts to ten dollars or over.

A JOURNAL FOR ADVERTISERS.

VOL. XXXIII.

NEW YORK, NOVEMBER 7, 1900.

No. 6

By John S. Grey.

occupant took it over two years ago. It was then doing a daily business of about \$5. It is now doing nearer fifty dollars. The reason for the increase—still steadily going on—should be a lesson to the retailers of America, for what can be done in a small cigar store can be done in any other kind of store.

When Keyes Fuhrer took that store he saw that he had a problem before him—to make success out of a failure. He is past middle age, but he has the advertising instinct strongly developed. His faith in publicity as a business bringer is unlimited. He



THE DESIGN ON FUHRER'S ENVELOPES.

knew that he would have to depend almost altogether upon local trade, and therefore he knew that newspaper advertising would not be judicious—it would cost more than it was worth to him. To advertise locally he hit upon the plan which he is now pursuing.

For the fame of Mr. Fuhrer's ads has spread throughout Brooklyn and probably no retail store in that borough is more talked of. The store is exceedingly small, triangular shaped, and not more than twelve feet wide at its base. It has been a cigar store for fourteen years, but it never paid more than its expenses until the present

least five thousand men see them during the day—pedestrians and trolley car passengers. Here are a few of them copied from Mr. Fuhrer's scrap-book:

Love's Labor Lost—Smoking Bad Cigars.
Married Men Kindly Treated Here.
Bad Cigars Spoil Good Men.
Evil Cigars Corrupt Good Morals.
Cigars To Let on Easy Terms.

Two Good Things—Your Money, Our Cigars. Let's Swap!
What Makes Our Customers Come Back?
We'll be Lonely in Heaven with Washington. We Never Lie.

True Joy—A Nice Girl and a Good Cigar!
You Hustle for the Girl—We'll Do the Rest.
No Stogies or Other Poisons Sold Here.

So much for the display bulletins—which are plain enough to be easily read across the street. In the windows, however—and in spite of the smallness of the store there are three of them—are a lot of smaller cards and these are changed every week. A few of them at present displayed are here given:

We Carry a Large Assortment of Fine Smiles with which to Greet Our Customers.

Our 3 for 25c. Key West Cigars cure rheumatism, dandruff, lumbago, punctured tires, glands, etc.

Strangers from Duluth, New York and other towns are cordially invited to try our fine Cigars.

Carefully adjusted cold weather cigars. Never freeze. Supply Limited. Buy Now.

The poorest Cigars on earth sold here. (The other fellows Always keep the best!)
50-cent Cigars Reduced To 5 cents. We can lie as hard as any department store.

Don't admire our signs and forget us! We can't get rich on admiration.

We need \$600,000 real bad. We do, indeed! Come in and help us!

Real Estate Wanted IN Exchange For Good Cigars.

A finger post from the sidewalk points "To the Smokery," and the windows bear in permanent gold and black lettering such signs as "Brokers in Good Smokes."

In the corner window Mr. Fuhrer always keeps a handsome picture or oil painting which is changed about once a month. The windows are newly dressed daily and are always attractive. One of the window signs some time back read: "A gold watch free with every cigar sold here between 5 and 6 a. m." Before it had been displayed many days two demure looking Sisters of Charity went in to ask if they might see the kind of watch that would be given, and the proprietor of "Port Tobacco" had to explain that it was

a joke as he was never open during those hours.

As a motto across the store inside are the words:

LET US MEASURE YOUR CIGAR
TASTE—WE WILL INSURE
A GOOD FIT.

Last year Mr. Fuhrer put a meerschau pipe in his window with the inscription—"This pipe is \$5. It will be reduced 10 cents per day until sold." There were many curious people who watched the downward scale—for the price was reduced every morning—but just when it reached \$2.90 a man bought it. For days afterwards there were scores of inquiries as to what became of the pipe—a good many were waiting to buy it when the price got low enough!

Mr. Fuhrer does not depend altogether upon his bulletins and window cards to help him advertise. He uses plenty of printed matter and as he is a man with a natural taste for drawing he manages to illustrate his work to advantage. One of his best schemes was to send around to all the houses within ten blocks of his store, a large envelope containing a sample cigar and labeled "Don't Crush" and, in big letters, "For men only." In the lower left-hand corner of the envelope was printed: "This packet contains a Sample Cigar. Please hand it to a gentleman who appreciates a good cigar sold by a reliable house, and ask him to be sure and read the circular inclosed before lighting the cigar!"

This was found to be a good paying ad, as Mr. Fuhrer took care to give only a good cigar. The circular inclosed told all about his business in his charmingly odd style, and drew plenty of steady customers. At present he enjoys a large "box" trade, and supplies the homes of numerous clergymen, physicians, etc.

Five thousand handsome booklets—sixteen pages and cover—well printed and illustrated and containing very interesting matter on the subject of cigars and tobacco were distributed by Mr. Fuhrer after election. He wisely waited until after the campaign literature was all out of the way

before he mailed them—which was done under a two-cent stamp—to names taken from this year's registration lists.

The paragraphs that follow are taken from circulars and booklets issued by Mr. Fuhrer. They are well worth reading by those studying to write effective advertising:

For the simple and sensible reason that our expenses are very low—over 50 per cent less in rent alone than similar stores only four blocks below, or across the bridge—we can afford to sell the same goods at a lower price, or better quality at the price of ordinary goods, and we make it a principle to follow this rule.

We have no competition in this vicinity, Lut, of course, plenty of the drug store, barber shop, grocery store, junk shop cigar sellers, who usually know as much about cigars as a crow knows about hair-pins. Cigars sold in such places absorb the flavors of nux vomica, hair oil, green cheese, old iron and similar touching perfumes which we cannot supply. We do not intend to find fault with the goods sold by other people, and care nothing for competition, but we maintain that men who make their business a constant study, understand it better, and are more liable to give better satisfaction than those who sell similar goods, or imitations of the same, on suspicion, and for mere profit. Would you go to a plumber to buy a turkey? "Port Tobacco" is a good store; we keep it in a sanitary and living condition; we try to be polite; we sell good goods only; we do not think we "own the earth," although we are trying hard to acquire a small lump of it, with a modest little house to shelter a varied and interesting assortment of young Americans), and we solicit the patronage of good people who are good judges of good cigars, and such things.

There is no "back-room" factory or offensive decayed tobacco odor about this store, every sanitary measure being employed to keep it clean, the air pure and the business legitimate.

We have every approved appliance which science has produced to keep cigars in a perfect condition, retain their natural flavor and prevent absorption of atmospheric impurities—the most injurious influence to which they are subjected.

We have cigars as low as \$1.50 per box, which are pretty bad, up to \$40 per 100, which are good enough for most people. But no matter what grades you desire to buy, we will always tell you the exact truth regarding them, because we believe, as a business rule, that it never pays to fool a customer.

Nothing known to the vegetable kingdom absorbs atmospheric impurities as does tobacco, and when cigars are exposed in drug stores, grocery stores, barber shops and such places they suck in with wonderful power all the nauseous and poisonous flavors about them. Do you like to inhale the

substance of nux vomica, mercury, oil of mustard, kerosene, cheese, soap, hair oil, and the many other articles sold in such places? They destroy the rich nutty flavor of all tobacco, and are injurious to health.

We have pleased a great many customers, and we can please you. If this was not so we would not be doing a business that has improved every month since we have been here. Of course there are reasons for this: One is that the goods we sell are always the best to be had in their respective grades. The prices are always right, the store is always bright, clean and inviting, and it will be our fault if you are not suited. Come and judge for yourself.

We will not sell any kind of a cigar with which we are not intimately acquainted, and experience has made us a pretty fair judge of good tobacco. A visitor will always get a good cigar here, regardless of the price he pays, whether he is a regular customer or merely a transient, a messenger boy or a child. We do not sell a ten-cent cigar for five cents, as some dealers brilliantly announce; we do not believe such untrue assertions help any business, and we know that poor goods are high at any price.

We want to do a little better than anybody else in our line if we can, and above all want to feel sure that our customers are fully satisfied in every purchase. When you drop in don't feel annoyed if we ask two or three questions regarding your tobacco appetite. We merely want to get a line on your taste so we can lay out a cigar that will fit you. Once in a while we don't precisely hit an exacting taste the first time we try. If we don't, give us another chance. We want to be fair because fair-dealing obtains success.

If we make a mistake don't get mad, "jump" us and try elsewhere just because we happened to do what we tried hard not to do. Tell us—don't tell others; they can't help it—that the cigar was too strong, too mild, too fresh, too dry, too thin, too long, too flat, too short, too loose, too hard, or any other "too," for these "too's" are bound to occur, and we will hit you right the next time.

We sell a great many cigars by the box, and give a policy of insurance with every box. This policy guarantees every box to be perfectly satisfactory or cash refunded for all returned; or we will exchange for others that will suit your taste better. We have never found a brand of cigars that would suit every taste, but we are sure to find one in our big stock that will suit you.

If you have been wanting something in our line and could not find it elsewhere, come here; we've got it. If not, we will get it for you if it exists.

We will never try to talk you into buying what you don't want, and we will always tell the truth about any article we sell.

Hundreds of people accustomed to costly cigars, who always thought good cigars could never be made at such a ridiculously low price, are now con-

stantly smoking and fully enjoying "Belle of San Juan" (price, \$2 per box of 100). Give them a trial yourself, at our expense if you wish, and you are our customer forever. A cultivated cigar smoker will best appreciate these goods, and every smoker's purse will wax stronger by their use.

"Belle of San Juan" are good cigars made for the millionaire's taste and everybody's purse. They are cleanly made of the famous, rich-flavored, Porto Rico tobacco, and are hand-rolled in the native, rough style. No frills; no money wasted in nobby "get-up;" you pay for good tobacco only—not a cent to make the cigars look pretty.

PRINTERS' IMPRINTS.

Don't encourage printers in putting their business address upon your literature. Such practice often confuses your country customers. A printer once told a *Sawyer Trio* man that hardly a week passed that he didn't receive an order for something, the letter being addressed to him instead of the novelty house upon the catalogue of which his imprint appears. *Our Silent Partner.*

HANDS ACROSS THE SEA.

PRINTERS' INK, the well-known pioneer of the now numerous journals devoted to the interests of advertising, is so good as to say in its issue of the 3d inst.: "The newest of the PRINTERS' INK babies is called *Newspaper and Poster Advertising*. It is so bright and wideawake that the Little Schoolmaster (meaning PRINTERS' INK) is almost certain that some American brains are employed in its production." In acknowledging this kindly message from across the sea, it may just be remarked that no American brains have as yet assisted in the production of *Newspaper and Poster Advertising*, although the editor is quite free to admit that the paper would be much more likely to be improved than otherwise if there were. His experience of Americans on this side, alike as regards their advertising ideas, their quick perception, and their straightforward business dealings has been such as to give him a very strong belief in the inevitability of the increasingly great position of Americans as a commercial nation.—*Newspaper and Poster Advertising.*

“==” “Never mind,



LEPAGE'S
GLUE
Will mend it.”

The superiority of LePage Liquid (Fish) Glue for mending Wood, Glass, Leather, China, Ivory, Books, Statuary, &c., is unequalled. It will save many times its cost (10 cts.) in daily use. It stood the strain by official test at the Exposition, of 1620 lbs. to the square inch, a record, we believe, unequalled. Sold everywhere in bottles for family, and cans for mechanics' use.

Russia Cement Co., Sole Mfrs. of LePAGE'S Glues, ESSEX Flower Food and Fertilizers, LePAGE'S Mucilage, Russia Belting Cement, LePAGE'S Photo Cement, &c. &c. Gloucester, Mass.

STOOD OUT ON THE NEWSPAPER PAGE LIKE THAT SORE THUMB WHICH EVERYBODY IS SO FOND OF USING AS A COMPARISON AND OF SWEARING ABOUT WHEN IT BECOMES A PERSONAL AFFAIR.

St. Paul Daily Globe

CIRCULATION LAST WEEK

Monday, Sept. 24	- 17,250	Thursday, Sept. 27	- 17,250
Tuesday, Sept. 25	- 17,250	Friday, Sept. 28	- 17,725
Wednesday, Sept. 26	17,250	Saturday, Sept. 29	- 17,725
Sunday, Sept. 23		- 17,150	

(Advertisers are reminded that the respective circulations of the week-day and Sunday **GLOBE** are largely separate propositions, that of the Sunday being smaller in the rural parts than the week-day edition, and larger in St. Paul and nearby cities and towns.)

THE PROOF IS READY.

The **GLOBE's** circulation statement is not accompanied by an affidavit, and for the reason that few advertisers do not realize that any person who will make a wilfully fraudulent statement will scarcely scruple to swear to its accuracy.

Instead of parading an affidavit, the **GLOBE** invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records, and to visit its press and mailing departments to check and keep tab on the number of papers printed and the disposition made of the same.

THE ADVERTISER'S RIGHTS.

The advertiser is clearly entitled to all the **GLOBE** offers—just as much so as is the buyer of any tangible commodity to the weighing, counting or measuring of the same in his own or representative's presence.

Advertisers are being swindled every day in the year by fraudulent representation of advertising mediums, through the "circulation liar," and no place more than right here in St. Paul. They have it easily within their power to effectively protect themselves by simple insisting upon having, in every case, fair and reasonable privileges; similar to those offered by the **GLOBE**. Obviously, the representations of any advertising medium declining to concede such privileges should receive grave "consideration."

THE DAILY GLOBE, St. Paul, Minn.

C. H. EDDY,
10 Spruce St., New York.

WILLIAMS & LAWRENCE,
D. C. McCONN, Mgr.,
87 Washington St., Chicago.

TO DISCOURAGE SUBSTITUTION.

The World's Dispensary Medical Association is now sending out with each check to publishers, in payment of quarterly advertising, a printed slip containing the matter reproduced below. It is done in the hope that the publisher receiving it will print the article for the good of his own business interests and those of his largest advertising customers, who are the people who suffer by substitution. It will be noted that the article is without reference to any particular business or wares, but bears generally on the practice of substitution and its evils. It is the intention to send a new article in the same way every quarter and it is thought that should other proprietors take the matter of substitution up in the same way, it would have a wholesome effect, and keep the matter so well agitated in the papers of the country that the evil of substitution would be partially met and overcome.

TO PUBLISHERS.

Many important newspapers are making common cause against the practice of substitution, regarding it as injurious to the business of the newspaper which carries proprietary advertising, as well as an injustice to the proprietor who spends large sums in advertising, and is robbed by substitution of his legitimate returns.

In view of these facts we have been asked by publishers of important papers to contribute brief articles bearing upon the general evil of substitution, without reference to our own business or wares.

As these articles are entirely impersonal and written for the common good of all who suffer from substitution, we venture to think that you may be willing to give place in your publication for the brief article inclosed.

Trusting that our proposition may meet with your approval and acceptance,

We remain, yours truly,

World's Dispensary Medical Association,
BUFFALO, N. Y.

SUBSTITUTION IS SUSPICIOUS.

The attempt by a dealer to sell his customer a substitute in place of the article the buyer calls for at once places that dealer under the ban of suspicion. The only reason why the buyer does not invariably realize the suspiciousness of substitution and promptly resent it, is probably because in many cases the money transaction involved is so small that it does not suggest the motive for fraud. Suppose a jeweler advertises a diamond at \$50.00. He places it in his window. A would be buyer enters the store and asks for this particular diamond. But the jeweler says, "I can give you that diamond if you want it but here's another that's just as good as the one advertised." The buyer's

suspensions would be aroused at once. He would insist on the stone in the window and he'd keep an eye on it to see it wasn't changed. But in the case of a fifty-cent transaction it is different. The buyer often accepts the substitute which is offered as "just as good" as a widely advertised article, although substitution is just as suspicious in a fifty-cent transaction as in one involving fifty dollars.

Look at the question from another point of view. A sale of stock is advertised. There are horses with pedigrees and records to be sold. Farmer Brown attends the sale with the purpose of buying one of these good horses. But the seller says to him, "That horse you want is a good horse, of course, but I've got another here that is just as good which I'd like to sell you."

"Has he just as good a pedigree?"

"Well no, he hasn't any pedigree to speak of."

"Has he any record?"

"Well no, we never held a watch on him that I know of, but he's 'just as good' as the horse you want."

Would Farmer Brown buy the "just as good" horse? The question answers itself. And yet this same farmer will allow himself to be swindled time and again by accepting "just as good" articles in place of those he called for. The article he called for has, so to speak, a pedigree and a record. It's a standard in the markets of the world. Yet in place of this standard article he will accept a substitute which nobody knows anything about, an untried, unproved article which has no record of value and no proof of origin.

Let the buyer who is offered a substitute bear in mind that substitution is suspicious, and that a substitute always carries the ear marks of a swindle.

ADVERTISING ON BREAD.

An anonymous writer complained to the district commissioners recently that smoking chimneys are not half as bad as the pasting of advertisements on bread, the writer asking the commissioners to stop the practice. The matter was referred to the health department for investigation, and Prof. J. D. Hird, the district chemist, has informed the commissioners that in his opinion the use of these labels on bread is in no way detrimental to health.—*Washington (D. C.) Star.*

STEREOTYPED ADVERTISING EXPRESSIONS.



"A GOOD VARIETY OF COLORS AND SIZES."

CIRCULATION AND OTHER PUZZLES.

Some questions that tend to make the editor of the American Newspaper Directory prematurely gray.

A CONSPICUOUS CASE.

Some months ago the attention of the owner of the American Newspaper Directory was directed to the following matter which had recently appeared in the *Fourth Estate*:

GENERAL AGNUS' COURAGE.

HE DARES TO RESIST THE ATTACKS OF THE ROWELL CONCERN.

The personality of General Felix Agnus, always forceful, has never been brought forward more prominently or more to the advantage of his fellow publishers than in his resolute stand against the impositions of the George P. Rowell outfit.

The *Baltimore American* is a great paper and General Agnus is a brave man, if we may judge by the frequent examples of publishers submitting to Rowell's demands, while they condemn him privately.

In a recent issue of *PRINTERS' INK*, purporting to discuss the circulations of the Baltimore newspapers, the following contemptible paragraph appeared:

From the old and respectable *American* established in 1773, the editor of the Directory was never able to secure a circulation statement that would warrant him in putting in any very definite figures, but it is such a good paper and such an old favorite, having been established in 1773, and being, moreover, sold for one cent a copy, it would seem as though the Directory estimate of "exceeding 20,000" may be accepted without doing injustice to its more communicative competitors. It is, of course, easy to understand that so old and rich a paper would hesitate about letting its exact issue be told on its own authority if the facts would leave it ever so little behind a rival that had for years been lightly considered.

The writer of that paragraph knew just as well as we do that the *Baltimore American* publishes its statements of circulations day by day, showing an average of some 60,000 copies. Merely because General Agnus declined to recognize Rowell or his side-shows in any way, this nasty slur is printed in an attempt to injure a publisher who fortunately is strong enough to snap his fingers at all demands of this kind.

More power to you General Agnus! Would there were more like you!

A consideration of the statements reproduced above led to a correspondence between the publishers of the Directory and Gen.

Felix Agnus, which is here printed in full:

NEW YORK, September 24, 1900.
Gen. Felix Agnus, Publisher of "*American*," Baltimore, Md.:

DEAR SIR—Our Mr. Geo. P. Rowell has recently had his attention directed to the inclosed clipping from a paper published in New York called the *Fourth Estate* and he has been led by it to inquire of the Directory department what the trouble is about according the proper circulation to the *Baltimore American*. He is told that the difficulty is that no statement covering a year has ever yet been obtained from the office of the *American*. It was Mr. Rowell's impression that he and Gen. Agnus were old acquaintances and he thought friends. He was not aware of any cause of difference ever having arisen between them, and he asserts that if Gen. Agnus personally has any criticism to make of the Directory system of obtaining a circulation statement from the publisher, he should certainly believe that Gen. Agnus' criticism would be entitled to the very highest consideration, and he specially desires that this letter be sent to Gen. Agnus with the hope that it may lead to explanations and a better understanding for the future. All the Directory department desires is a statement of circulation that shall exhibit the average issue for the period of a full year. If any method for conveying such information can be found that is simpler or better or more satisfactory than the printed table, Mr. Rowell would be more than glad to have such method brought to his attention, and if it should have Gen. Agnus' indorsement he believes that it would be adopted forthwith. Your obedient servants,

Geo. P. ROWELL & Co.

Publishers of the American Newspaper Directory.

BALTIMORE, September 27, 1900.

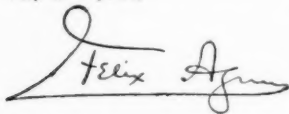
Geo. P. Rowell, Esq.:

MY DEAR MR. ROWELL—A letter received a few days ago from your firm came as something of a surprise to me. Regarding the clipping from another New York paper which accompanied the letter I have only to say that the unfriendly reference quoted had given me no more annoyance than the many others of a similar character which *PRINTERS' INK* had contained from time to time. Then, as to the relationship between the Directory and ourselves, I can recall the fact that for many years the former was esteemed by us as a most reliable publication and

always had a place in our office; but when it became evident that some one had taken the helm who was unfriendly to the old papers and who seemed never to lose an opportunity to say something objectionable, you may readily understand that our feelings towards the Directory underwent a change. For some reason or other we have for years been quoted in the Directory at a ridiculously low figure, while other Baltimore papers whose bona fide circulation was scarcely a third of our own were quoted at figures just as ridiculously high. In answer to the claim of our representatives that we have never sent them a statement of our circulation, I can only say that such is not the fact; our sworn statements are mailed to you every month—just as they are to all other publishers—and placed on file they keep our friends posted as to our standing for the entire year. When, in spite of our statements, we were just as incorrectly quoted as before, we very naturally concluded that strangers must be in charge who were not friendly to us, and so entirely disregarded the repeated injustice. Recalling the friendship once existing between us personally, which is mentioned in the letter and which I certainly do not forget, I should have been surprised at the unfairness to us had I believed you personally cognizant of it; but failing in its purpose, as it always did, I did not deem it worth while to annoy you in the matter. However, I am glad the matter has been brought to your personal attention, and I take pleasure in sending you duplicates of our monthly circulation statements that you may judge for yourself, and from which you will see that I claim pre-eminence in the circulation of the South.

In closing I know you will be glad to know that we are still fighting in the ranks of the Republican party, and think that next November you will find Maryland again in line for McKinley.

Very truly yours,



The letter from General Agnus was submitted to the person in charge of the Directory ratings and he was requested to prepare an answer in writing. It was as follows:

NEW YORK, October 8, 1900.

Mr. Geo. P. Rowell:

DEAR SIR—Referring to the accompanying letter from General Felix Agnus, dated September 27, 1900, concerning the American Newspaper Directory and the Baltimore American, I have to say that if the Baltimore American ever furnished the American Newspaper Directory with a detailed yearly statement of its circulation it has not done so since 1800. A positive refusal to furnish the Directory

with a comprehensive statement of its circulation is on file dated September, 1897. It was made at the office of the paper, at Baltimore, to an agent of the Directory who called there, and reads as follows:

The American will never furnish a detailed statement. Will tell what their circulation is AT THE TIME and it can be accepted or not. Claims that when a reputable publisher does make such a statement it should be sufficient. Argued hard with him and they closed the matter by saying that what was published in Rowell's Directory and the book itself was treated and would be treated with indifference.

On September 18, 1898, a detailed statement for the month of August of that year was received from the American at the Directory office. On the same day a communication was sent to the American directing attention to the fact that all Directory ratings are based on the average output for a whole year, and blanks were inclosed for the purpose of facilitating the preparation of a report covering a full year. To this communication no reply was received.

Since January, 1900, the American has sent to the Directory office printed statements in detail covering one, two, three or more months and each time it has been reminded that, for the purposes of the Directory, a yearly statement is necessary. The latest report, received September 28, 1900, covers a period of seven months from January 1, 1900, to August 31, 1900, inclusive, and is the first in ten years covering so long a period. Although this latest statement is sufficient to secure for the American a rating in Arabic figures it is sufficient basis for according it a "B" rating in the next edition of the Directory. A "B" rating means "exceeding 40,000 copies." The next grade of rating by letter would be "A," which means exceeding 75,000 copies. It would seem that if the American would consent to furnish a statement covering a full year it would be entitled to and would receive a rating in Arabic figures of nearly if not quite 60,000 copies.

This case has some points of resemblance to that of the Philadelphia Record which was adjusted a few years ago. The Record people were finally able to appreciate the dilemma in which their failure to make a complete report placed the Directory editor, and ever since then the Record has been for the Directory a most valuable friend and sponsor.

If General Agnus would have one of his clerks take copies of the last twelve monthly statements and add the totals, showing the grand total output of the American by the year, and divide that total by 365, showing the daily average for a full year, the result would be satisfactory to the Directory for the basis for a circulation rating. It is not found advisable to make these additions and divisions in the Directory office even if we have all the twelve monthly statements in hand (which in the case of the American we have not), because the figures are given out as emanating from the publisher of the paper, and that would not be the case should the editor of the Directory hap-

pen to make a clerical error in his additions or division.

I am, your obedient servant,

(Signed) P. M. AYVAD,
Mgr. Circulation Ratings in Amer-
ican Newspaper Directory.

This letter was forthwith dis-
patched to Gen Agnus, accom-
panied by the following from Mr.
Rowell:

NEW YORK, October 8, 1900.

DEAR GENERAL AGNUS—When your
letter of September 27th came to hand
I asked from the manager of circula-
tion ratings of the American Newspaper
Directory a written statement of the
case of the Baltimore *American* as seen
from his standpoint. Inclosed is a
copy of his report. I think both you
and I can see where the difficulty lies
and that it comes about from the Di-
rectory editor being unable to make an
accurate rating, for a full year, from a
report covering a shorter period, while
it has been the policy of your office to
tell its present issue but to refuse it for
so long a period as the rules by which
he is governed require the Directory
editor to ascertain.

If your personal attention should
result in such an improvement
to the Directory as would come from
correctly rating the *American*, it would
give me almost as much pleasure as
it would to know that Maryland and
Kentucky were solid for McKinley and
Teddy.

With assurances of regards, I am,

Very sincerely,

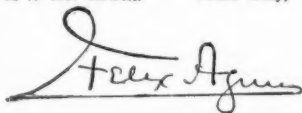
(Signed) GEO. P. ROWELL.
General Felix Agnus.

In due time the following reply
was received:

BALTIMORE, October 15, 1900.

P. M. Ayvad, Esq., 10 Spruce St.,
New York:

DEAR SIR—Inclosed please find a
statement of the circulation of the
American for the past twelve months.
The same statement has also been mail-
ed to Mr. Rowell. Yours truly,



Inclosed in the letter from Gen.
Agnus to Mr. Ayvad was an
annual statement which was found
to be open to criticism from the
standpoint of the Directory editor
on points carefully set forth in
the following letter from Mr.
Ayvad to Mr. Rowell:

NEW YORK, October 19, 1900.
Mr. Geo. P. Rowell:

DEAR SIR—I am in receipt of a cir-
culation statement from the Baltimore
American, indorsed by Gen. Felix
Agnus, giving the issue of its daily and
weekly editions for twelve months from
October 1, 1899, to September 30, 1900.

This statement, as given, is not in a
shape available for the purpose of the
Directory because the average shown is
of the daily (week-day and Sunday) and
the weekly editions combined as if both
the daily and the weekly were one pa-
per. Such an average might be justifi-
able were all advertisements contracted
for in the daily *American* to appear in
the weekly edition as well, without
extra charge, which I do not under-
stand to be the case.

Knowing how anxious you are to have
the circulation of the *American* correct-
ly represented in the American News-
paper Directory, I have undertaken to
have the necessary calculations made
to ascertain the average issues of its
various editions. Adding together all
the daily issues and dividing by the
number of days, I found the average
output of the daily *American* (week-day
editions) for the year ending September
30, 1900, to have been 53,996 and that
of the Sunday *American* 54,172. For
the daily and Sunday editions (seven
days in the week), I found the average
to be 54,022, which gives the daily edi-
tion the benefit of the larger Sunday
issue. The average of the weekly edi-
tion for the same period was 15,047, as
shown by the figures sent.

According to the usages of the Amer-
ican Newspaper Directory it is not in
the provinces of its editor to make
necessary calculations for arriving at
the result of a circulation statement
because it would be equivalent to hold-
ing the newspaper publisher responsible
for any possible error the Directory
editor might drift into. In this particu-
lar case, as I feel satisfied with the
correctness of the calculations made, I
shall be glad to rate the *American*
according to the figures above given
and will do so, in the forthcoming edi-
tion of the Directory if the publishers
of the *American* acquiesce in the cor-
rectness of the averages as I find them
as stated above. I am,

Your obedient servant,

(Signed) P. M. AYVAD,

Manager of Circulation Ratings in
the American Newspaper Directory.

The above was thereupon for-
warded to Gen. Agnus, with the
following from Mr. Rowell:

NEW YORK, October 19, 1900.

MY DEAR GENERAL AGNUS—Your
letter of 15th came duly to hand. The
annual statement you send seems to be
one of a sort with which the circulation
editor of the Directory finds it difficult
to deal, but he has devoted a good deal
of time to it and arrived at a result
which he has set forth in the inclosed
letter to me. Presuming that his fig-
ures will have your approval I have
instructed him to use them in the
absence of any directions from you to
the contrary.

Thanking you for your attention and
trusting that by this time you see that
the fault has not been wholly that of
the Directory editor, I am, as ever

Very truly yours,

(Signed) GEO. P. ROWELL.
General Felix Agnus, Baltimore, Md.

By return mail the letter which is printed below was received from Gen. Agnus:

BALTIMORE, October 22, 1900.

George P. Rowell, Esq.:

MY DEAR MR. ROWELL.—In answer to your recent favor I have to say that I am satisfied that the calculations of your representative, Mr. Ayvad, are entirely correct. We thought it best to send you exactly the same statement as is regularly sent to all agents.

Thanking you for your personal attention to the matter, which, believe me, is greatly appreciated, I am with best wishes, Very truly yours,

Freix Agnus

By the above it can be seen that the difficulty between the Baltimore *American* and the American Newspaper Directory is adjusted to the satisfaction of all parties.

There are no doubt other publishers, among the twenty-two thousand in the United States, who are unfriendly to the Newspaper Directory because they fail to get as high circulation rating in it as they would like to have, all because of an unwillingness to impart the information on which an intelligent rating can be based. It is gratifying to note that the number of publishers of that school is diminishing.

Possibly the Baltimore *American* may be the last conspicuous example of a case of this sort.

IN DALLAS, TEXAS.

From the *Dallas Semi-Weekly News*.

DALLAS POSTOFFICE,

OFFICE OF THE POSTMASTER.

DALLAS, TEXAS, July 9, 1900.

Messrs. A. H. Belo & Co., Publishers the "News," Dallas, Texas:

GENTLEMEN—Complying with your request, I respectfully inform you that during the quarter ending June 30, 1900, there were forty-eight semi-weeklies, weeklies, monthlies, bi-monthlies and quarterlies appearing on the records of this office as second class mail matter, and the total number of pounds mailed by these publications during that quarter was 305,168.

During the same quarter the *Dallas Semi-Weekly News* mailed 116,738 pounds of papers. The weight of the *Dallas Morning News* mailed at this office during the same quarter is not included in the above figures.

Very respectfully,

WM. M. O'LEARY, Postmaster.

The above means that for the quarter ending June 30 the *Dallas semi-weekly News* paid over 38 per cent of the entire amount of newspaper

postage paid at the Dallas postoffice. The total number of pounds mailed by the *Dallas semi-weekly News* was 116,738, against 111,490 when the last report was printed. The forty-seven other publications paid postage on 188,430 pounds, or an average of 4,009 pounds to each publication. This statement tells its own story and is the very best evidence of the value of the *News* as a newspaper.

From the *Texas Stock and Farm Journal*, August 1, 1900.

We congratulate the *News* on its candor and also on its circulation. The *Journal* has been in the habit of making detailed sworn statements of its circulation, which have been scattered broadcast among advertisers, and hence it has nothing to conceal. We have never claimed to possess the largest circulation in Texas, and, to be candid about it, had not attributed that honor to the *News*. We have claimed and still claim that the *Journal* stands second in the list. As nearly as we can make out from the figures, from a pound basis, the semi-weekly *News* leads the *Journal* about 7,500 subscribers, and in view of the creamy and superior nature of the *Journal's* circulation, we suppose the *News* would be willing to acknowledge that it is about a neck and neck matter between us. Having two issues a week, its exhibit must be divided by two for comparison with the *Journal's*. Unless some other publication makes a public showing of a better record, the *Journal* will adhere to its claim that it has the second largest circulation in Dallas and in Texas. Postmaster O'Leary is a most obliging official and will, we are sure, cheerfully give similar letters to those obtained from him by the *News* and the *Journal* to other Dallas publishers who may ask for them. It will be observed from Postmaster O'Leary's statement, published below, that the *Journal* paid 13 per cent of the newspaper postage paid at the Dallas postoffice during the past quarter by forty-eight publications, which is equivalent to 26 per cent, as compared with the semi-weekly *News*.

Publications other than the semi-weekly *News* mailed 188,430 pounds of papers during the quarter. The *Journal's* contribution to this amount was 38,635 pounds, leaving 149,795 pounds to be divided among forty-six publications, or an average of 3,256 pounds each, for the quarter. It will be observed that since the *Journal* has come to confessional the average has shrunk mightily. At this ratio of decline, what will become of the tail end of the procession?

It looks to the *Journal* as though the *News* had called for a general show-down, and here we are with an avoirdupois of 38,635 pounds, and growing at a lively clipper.

Here is Postmaster O'Leary's letter to the *Journal*:

DALLAS, TEXAS, July 25, 1900.

Mr. S. R. Williams, Manager "Texas Stock and Farm Journal":

DEAR SIR—In compliance with request contained in your letter of even date, I respect-

fully inform you that during the quarter ending June 30th the *Texas Stock and Farm Journal* paid postage on 38,435 pounds of papers mailed at this office.

Very respectfully,
WM. M. O'LEARY Postmaster.

The above statement does not include the *Journal's* circulation in Dallas county, upon which no postage is paid, and which is 1,500.

Next!

In the September issue of the *American Newspaper Directory* the daily, Sunday, semi-weekly and weekly papers of Dallas, supposed to issue a thousand copies regularly, are:

Morning News,	Daily,	G
News,	Sundays,	H
News,	Semi-w'kly,	H
Times-Herald,	Daily,	7,130
Times-Herald,	Sundays,	G
Baptist Standard,	Weekly,	E
Christian Courier,	Weekly,	H
Democrat,	Weekly,	4,319
Express,	Weekly,	8,575
Farm and Ranch,	Weekly,	F
Presbyterian Record,	Weekly,	2,060
Southern Mercury,	Weekly,	E
Texas Baptist & Herald,	Weekly,	G
Texas Christian Advocate,	Weekly,	G
Texas Farmer,	Weekly,	E
Texas Stock & Farm Jnl,	Weekly,	17,012

By the key the letter ratings are explained as follows:

Exceeding twelve thousand five hundred, - E
Exceeding seven thousand five hundred, - F
Exceeding four thousand, - G
Exceeding twenty-two hundred and fifty, - H

From the statement of the Dallas postmaster it is evident that the semi-weekly *News* prints a great many more copies than the *Directory* gives it credit for and in the December issue of the book the rating accorded that paper will be C, which means exceeding twenty thousand copies. The *Dallas News* and its sister, the *Galveston News*, are papers thoroughly metropolitan in their make-up and of such high character that they have no superior south of Baltimore; but being sold at a high price, their publishers have not generally found it advisable to exploit the actual figures of their average issue. In such cases the *Directory* is perhaps rather given to crediting the paper with a greater issue than it actually has, but in the case of the *Dallas News* it would now appear that the *Directory* has under estimated its sales.

It costs no more to issue a good book that will make customers than it does a poor one which will accomplish nothing.—*Bates*.

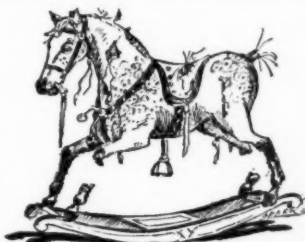
PRINTING INKS THAT LIGHT FADES.

It is not difficult to find coloring materials which bleach in light almost as rapidly as chloride of silver darkens. Among these may be mentioned the hydrochloride of furfuraniline, formed by mixing alcohol solutions of furfurol, aniline and aniline hydrochloride; this compound having an intense crimson color. Another very fugitive color is the cyanine of Mr. Greville Williams, obtained by the action of iodide of amyl on chinoline. Both these coloring materials may be made into a kind of pseudo lake by precipitation along with carbonate of barium, and the pigments so obtained may be mixed with linseed oil varnish and used as printing colors; by which means prints may be obtained which disappear rapidly in sunlight. Although such discharges by light have been suggested as the basis of a method of three-color heliochromy, the use—or rather misuse—of such fugitive inks has hitherto scarcely gone beyond the printing of the oft-seen legend "made in Germany" on Christmas cards or posters—the impression being lasting enough to carry the goods through the custom house, but calculated soon afterward to disappear. A white printing ink which darkens can be made by grinding oxalate of silver with a good quality of thin lithographic varnish, but great care is required in working to keep the impression white and the printing block must be a stereotype in celluloid, or some similarly inactive substance. A rather taking photographic toy can be made by first printing in the oxalate of silver ink and then printing another subject with one of the fugitive inks. When exposed to light the subject on the card changes to a fresh one; as, for example, from a picture of a child to that of a grown person or from a nest of eggs to a brood of chickens. Those seeking the higher side of process work may consider the above idea worth following out.—*The Billboard*.

A WINNING RULE.

Use the known pullers first. Then experiment afterward, if you will.—*Boyce's Hustler*.

ILLUSTRATED ADVERTISEMENT.



FOR SALE—AN IMPORTED ARABIAN HORSE; THOROUGHLY BROKEN; SUITABLE FOR CHILDREN.

S. BILL. 1020.

Pettigrew Parcels Post Bill, which seems to agitate small dealers in various parts of the country, is an effort to consolidate the present third and fourth class mail matter and produce thereby a parcels post with free collection and delivery both in city and country, including indemnity in case of loss or damage. If passed its rates, which must be prepaid or will be doubled, makes the cost on parcels up to one pound, three cents; over one pound up to five, five cents; over five pounds up to ten, ten cents; over ten up to thirty pounds, thirty cents; and on parcels over thirty up to sixty pounds, twenty cents. These rates, applied to weight, will also be applicable to bulk in similar proportion. The charge is to include collection and delivery, house to house, where a wagon or car collection and delivery service is now or may hereafter be established. In towns where only foot service exists the postman is not to be required to carry any parcel of greater weight than five pounds. In the absence of a collection and delivery service the rates of the act are to apply only to the service between postal stations. Any district enjoying a free-delivery service may secure the free collection and delivery of parcels under the act by the presentation to the Department of a petition therefor duly signed by a majority of the voters. Any district having a voting population of five hundred within a radius of five miles of a railway or steam-

boat station, or of any point on a trolley line, may demand the establishment of a free collection and delivery service under the act for at least one service a day; and the Department, on receipt of a petition therefor, signed by a majority of the voters, is immediately to proceed to establish the service.

In regard to indemnity, it is declared that on unregistered parcels, without declared value, an indemnity up to ten dollars shall be paid by the Department, without extra charge, for such actual loss or damage as may occur. On parcels of declared value, duly registered, on which the fees and rates have been prepaid, the Department is to pay the full amount of any loss or damage occurring through its fault up to six hundred dollars. The fees for insurance and registration are to be as follows: For insurance up to fifty dollars, five cents; for each additional fifty dollars, up to six hundred dollars, two cents. Every demand for indemnity to be made within thirty days after the parcel is posted.

WAS THE PREACHER DULL?

This advertiser's mind was evidently not on the sermon:

WE COUNTED

29 pairs of glasses in church last Sunday, and we had fitted all but three of them. This shows who does the optical work of the city. We make the only thorough examination in the city Free of Charge.

DR. ARTHUR BAKER,
Optician,
403 Broadway, Logansport, Indiana.

—National Advertiser.

♦♦♦♦♦
If you want dollars, use sense in advertising.

AT THIS OFFICE

10 SPRUCE STREET, NEW YORK,

THE GEO. P. ROWELL ADVERTISING AGENCY

keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

FRENCH NEWSPAPERS.

In the excellent series of articles on great newspapers of continental Europe which the *Bookman* recently published, appeared two articles on French newspapers by Adolphe Cchen. From these PRINTERS' INK extracts the paragraphs that follow, with regret that lack of space has made necessary the elimination of others equally interesting:

That the English or American conception of journalism is different from the one which obtains in France is apparent from the very name which originally designated periodicals in England and France. On one side was the news-letter, soon succeeded by the newspaper; on the other the gazette. The object of the former was to disseminate information, of the other to talk, nay, to prattle. The former had to be accurate, the latter to be bright.

The real newspaper may be said to have begun its career in France at the same time as the parliament. The greatest orator of France's earliest parliamentary Assembly, Mirabeau, was also, with his *Lettres a mes Concitoyens*, one of the earliest masters of French journalism. And yet, in spite of all the changes that have come since, something remains of the original conception of the duties of the press; the French newspaper reader insists that his paper must be *amusant*. He takes it after his dinner, for he likes an evening better than a morning paper, and reads it for pleasure fully as much as for information.

In our modern free government, as the organ of public opinion, the press is a necessity just as much as the parliament is, as the spokesman of the national will. And instances are not wanting that French newspapers early began to realize, and in critical times to perform, their mission. On July 25, 1830, King Charles X. signed five decrees, which, in addition to important changes in the laws of the country, also enacted quite a new set of regulations for the press. According to these every newspaper, even those which had been

in existence for a number of years, had to provide itself with a special license and to submit all its articles to royal censorship. The editors of liberal newspapers met and determined against obedience to the illegal orders of the king. A dignified and energetic protest was drawn up by one of their number, and after it had been adopted the question arose whether it ought to be placarded with or without individual signatures. Adolphe Thiers, then one of the editors of *Le National*, exclaimed: "*Il faut des têtes au bas*" ("Our heads must be placed below this"). And every one appended his name to the document, the effect of the publication of which was the forerunner of the fall of the dynasty. Another incident belonging to the same period deserves to be here noticed. It was heard by the authorities that one of the most influential newspapers of the day, *Le Temps*, was being set up and about to be issued. They determined to prevent the publication of the paper, and a *commissaire de police* was sent to the publication office. Before the door of the building he met the editor, M. Baude, a man of uncommon energy and decision of character. He was asked whether he had any judicial warrant; he had none. The editor then informed him that he would be denied admittance, as no citizen's premises could be entered against his will, except by order of a court. A locksmith was sent for, and ordered by the *commissaire* to break the door open. M. Baude read to him the articles of the code against house-breaking, and the locksmith retired. Not until the man who rivetted the galley slaves' chains had been secured was it possible to effect an entrance into the building. But by that time tales of the courageous journalist's fight were current through the whole city, and the barricades which were rising everywhere told that a more serious kind of warfare was being resorted to than a war of words.

Curiously enough, *Le Temps* is still the name of a most serious, nay, of the most serious, organ of public opinion in France. But the

daily now edited by ex-Senator Adrien Hebrard has no historical connection with M. Baude's newspaper. The old *Temps* ceased publication about 1840, and the name did not reappear in French journalism until the spring of 1861. That was one of the most important years in the history of the French press. Napoleon III. had been nearly a whole decade on the throne, and had first treated the press as an enemy. The government of France since 1851 had been as nearly a dictatorship as was possible in a modern nation. But few newspapers were allowed to be published, and they hardly ever dared to criticise any government measure. The Liberal parties were compelled to remain silent. But after the Italian war of liberation the Imperial government, which had lost the support of the church party by its pro-Italian policy, felt the need of offsetting that loss by at least a measure of sympathy from the Liberals. On November 24, 1860, decrees were issued, seriously relaxing the censorship of the press, and a number of Liberal journalists were authorized to establish newspapers. Among them was the ablest of the disciples of the brilliant Emile de Girardin, A. Nefftzer, who was the first editor of the present *Temps*.

The editorial staff of the new Liberal organ then almost entirely consisted of Alsatian Protestants. Chief among those who were associated with Nefftzer were Edmond Scherer, Charles Dollfus and Seinguerlet. Their paper soon won favor among the Liberals. The broad spirit of its management led to the introduction of every sort of legitimate attraction. Francisque Sarcey soon became its dramatic critic. Although the very reverse of socialistic, and even hardly republican, it had as its London correspondent the republican and socialistic leader, Louis Blanc, then an exile in England. When the official and semi-official organs ceased to allow Sainte-Beuve the liberty he claimed the right to use as a literary critic, *Le Temps* hastened to open its columns to him and published his last articles. Nefftzer's

political leaders were models of terse prose. In short, everything that *Le Temps* published carried weight and authority. It could not be called an amusing, but it never was a dull, newspaper. It soon became the leading Parisian evening daily. It came near receiving its death blow from the war of 1870-71. The Alsations who edited it lost heart when their country was torn off from the French fatherland. Nefftzer especially was stunned by the blow and never recovered from it. In the spring of 1871 the paper was offered for sale. Adrien Hebrard, who was then its business manager, succeeded in forming a small stock company, which bought it for a song. Nobody then expected that after a few years *Le Temps* would become the greatest daily newspaper France has ever had, the one Parisian newspaper of international importance. That it reached that position is unquestionably due to the consummate skill of its chief owner and political director.

Adrien Hebrard is essentially a manager. He hardly ever writes a line in his newspaper; but he knows what is wanted by his peculiar public. His mind is open and progressive; he has given the French the largest newspaper they ever had. *Le Temps*, though far less bulky than a great English or American newspaper, is larger in size than any of its French contemporaries. It publishes only one edition, but when parliament is in session, or when some special occasion, like the Dreyfus trial or the late trial of the conspiracy cases before the Senate seems to make it advisable, it issues late in the evening a special sheet, *Le Petit Temps*, which is given free to any holder of a copy of the larger paper and sold to others for one penny.

Le Temps is to-day unquestionably the best informed of all French newspapers. Like all the other French newspapers, it relies mainly upon the Havas agency for its dispatches. But it possesses a corps of remarkably well-equipped and intelligent editorial writers, well versed in a number of for-

eign languages, and well acquainted with the general political history of the world, who know how to interpret what is handed to them. Some of its writers, in addition, have connections in various lands and receive letters which are never published in the newspaper itself, but enable them to know accurately the political conditions prevailing in the countries about which they have to write. In regard to home politics, *Le Temps* possesses all the information it is possible to procure. There is not a department of the government where his editor does not see all doors open before him. He enjoys, moreover, the advantage of great parliamentary experience. *Le Temps* is essentially the newspaper of the educated bourgeoisie. It is liked mainly, apart from the accuracy and non-sensationalism of its news, for the many things which it offers to the intellectually minded of its readers. Think, for instance, of a paper that for years published every Sunday afternoon a dramatic review of the week, signed by Francisque Sarcey; which every Saturday had a literary article by Anatole France; on another day a military causerie by General Thoumas, or an agricultural one, *La vie aux Champs*, by G. de Cherville. One more point is only to be noted. Like all French evening newspapers, *Le Temps* bears the date of the following day, not the date of the day of issue. To-day *Le Temps* has no rival. It had one to a certain extent, until a comparatively recent time, in the *Journal des Debats*. But to-day *Les Debats*, as the paper is usually called, is only the ghost of its former self. It is an old newspaper. Its foundation goes back to the early years of the century. It has had a brilliant history. Napoleon feared it, and, in order to keep it from criticising him, compelled it to become a semi-official organ, and called it *Le Journal de l'Empire*. Later Chateaubriand in it by turns supported and attacked the government of the Bourbons and wrote the famous article "Malheureuse France!

Malheureux Roi!" which clear-sighted observers considered the preface of a new revolution. It reached the acme of its importance under Louis Philippe. No one had greater influence with the king of the bourgeoisie than its owners, the Bertin brothers, especially the elder, "Bertin aine." The advent of the Second Empire made the Bertins fear that their property might be confiscated again, as it had been under the First Empire; whence the excessively prudent and cautious attitude their paper preserved during the whole of that period. The paper little by little lost its constituency. It was too republican for the Orleanists and too Orleanist for the republicans. Its journalistic attitude, however, remained sternly conservative. The paper continued to be made up as it was forty or fifty years ago, gave laboriously written articles, and as little in the way of news as possible. Then suddenly it decided to make a strong bid for popular favor. It reduced its price, it created an evening edition, printed on pink paper, and in an evil hour called to its help a formerly disheveled and bohemian radical, Yves Guyot. It was all in vain. Its old readers were gone and the new ones refused to come. And yet such has been the historical prestige of *Les Debats* that a great journalist might yet revivify it.

Other papers that were great in the past have also to-day hardly more than their name to remind one of their former history—*Le Siecle*, for instance, edited to-day, as *Les Debats* was for a time, by Yves Guyot. I remember the time when every "marchand de vin" in France had to have *Le Siecle* for his customers to read. The workingman of forty years ago could hardly be got to read any other newspaper. He found there a mild form of republicanism and a strong dose of Voltaireanism, which pleased his anti-clerical instincts. *Le Siecle* was then a power. When more freedom was given to the press, when it ceased to be dangerous to express advanced ideas, the masses transferred their favor to more radical

sheets, and *Le Siecle's* popularity began to decline.

Another paper that has seen brighter days is *La Republique Francaise*. It was Gambetta's newspaper, and while the great patriot lived, hundreds of provincial newspapers took their cue from its columns. Now it scatters among a small body of readers the nationalistic and protectionist doctrines of Monsieur Jules Meline!

Le Soleil is the chief organ of the Orleanist party. To a certain extent it is the organ of the Pretender himself. Under its former editor, the late Edouard Herve, it maintained a high degree of literary excellence. It is not likely to remain as dignified in the future as it has hitherto been.

La Gazette de France, the oldest of French newspapers, it still the organ of what is left of the old Legitimist party. But what has the Legitimist party been since the death of the Comte de Chambord? The *Gazette* finds its way to some old chateaux, all the same, and some of its readers still think that a penitent France will some day throw itself before "Le Roy."

L'Univers is a newspaper of greater importance. It is usually considered to be the organ of the Vatican. It was not always so. *L'Univers* is not essentially anti-republican. It simply looks at every question from the standpoint of the interests of the Catholic Church. To-day it advises all Catholics to follow the directions of Leo XIII., and make peace with the French republic.

In addition to the class of newspapers hitherto mentioned, Paris possesses a vast number of other sheets of various characters, some of them, like *L'Intransigeant*, *Le Figaro* and *Le Petit Journal*, enjoying enormous circulation and popularity. They may be divided in three classes—the one-man newspapers, taken up simply because so-and-so is the editor, the Boulevard newspapers, and the penny newspapers. But midway between all these sheets and the purely political papers stands another daily of a somewhat curious character, rather non-committal in

politics, the ambition of which was, when founded, to give the French public a newspaper according to the American type. Any one who to-day peruses the four small pages of *Le Matin* can at a glance see how far it is from having realized the ambitions of its founder, who was, unless I am mistaken, the owner of the New York *Herald*, Mr. James Gordon Bennett. *Le Matin* was originally to be the French edition of the Paris *Herald*. *Le Matin* publishes every day a political leader, which is in no way expected to express the political views of the paper itself. It is a signed article due to a journalist or a politician of reputation, one day one man, the next another. One may be a radical republican, the other a staunch Royalist or an ex-Legitimist, like M. Henri des Houx. Georges Clemenceau, J. Cornely, Jean Jaures, a number of others, have thus contributed to *Le Matin*. This device, moreover, has been copied by a great many newspapers, especially by the one which has paid *Le Matin* the compliment of almost absolute imitation, *L'Eclair*. To justify its name, and show that it has not entirely forgotten its original purpose, *Le Matin* has a special, more or less reliable, telegraphic service. It also makes a specialty, as it is rapidly printed and at a comparatively late hour, of giving extracts from the principal articles in the other morning newspapers. It enjoys great popularity, but does not possess a particle of influence.

The one-man newspaper is a peculiar Paris institution. It owes, very likely, its existence to the enormous success which Rochefort won in 1868 when, driven by the Imperial government from every newspaper that had accepted him as a contributor, he decided to start in for himself and have a weekly periodical of which he should be the sole editor. No one in Paris takes up a one-man newspaper for the sake of information. You get from it the smallest modicum of news. It is very easily made. You get your telegrams from the Havas Agency. You hire out your advertising

columns to Fauchey, Laffitte Bullier et Cie., your financial column to some banking institution. You have a reporter or two, have your printing done by some large job printing establishment. Success depends entirely upon the popularity of the editor. His popularity may be general or special. He may be such a writer that everybody wishes to read him either because of interest in his views or pleasure at his way of putting things and attacking his opponents, or he may be the idol of a larger or smaller set. To the former class belong *L'Intransigeant* of Henri Rochefort and *L'Autorité* of Paul de Cassagnac. *L'Aurore*, until recently edited by Georges Clemenceau, is also a one-man paper; so is *La Lanterne*, which owes its present importance solely to the fact that it reflects the views of Alexandre Millerand, the brilliant socialistic leader. And in the same way *La Libre Parole* is the organ of Edouard Drumont.

The type, we might say also the prototype, of the Boulevard papers is *Le Figaro*. It was created in 1854 by H. de Villemessant. But it was then, and it remained for no less than twelve years, a weekly paper. The nearest approach we can find in New York journalism to what *Le Figaro* was then is *Toten Topics*. *Le Figaro* soon had a rival on the same field in *Le Nain Jaune*. Both papers had to steer entirely clear of politics. The legislation of the time did not allow the publication of a political sheet without a special permit from the government and a rather large cash deposit, intended to secure in advance the payment of any fine which might be imposed upon the publication for violation of the press laws. *Le Figaro*, therefore, was entirely given up to personal gossip, and to literary and dramatic matters. Things went on in this way until 1866, when another of his ventures, *L'Eclaireur*, having come to grief, and been compelled by the government to suspend publication, Villemessant let himself off turning *Le Figaro* into a daily paper. His wittiest contributor

at that time was Henri Rochefort. But, alas! Rochefort wrote not simply about the boulevards and the theaters and the state of the weather or the prospect of the coming vintage, he also had something to say about society such as it appeared in official circles, and even within the sacred precincts of the Imperial palace, of the Tuileries. If what he wrote had been of a laudatory character, no trouble would have resulted. But Rochefort, though far from being then the bitter and merciless reviler into whom he later developed, found more to blame and satirize than to applaud. And, moreover, if he had not satirized, he would have had no readers. So Villemessant was informed that if he insisted on publishing such articles as were contributed by Rochefort, his paper would be considered a political sheet, and he must comply with the law relating to political publications, and especially must place in the hands of the government a snug sum of one hundred thousand francs as a security for the payment of possible fines. Villemessant was too shrewd a man to let the occasion slip. His paper was riding over a wave of success; he was not going to check its progress. *Le Figaro* became a political paper and Rochefort remained its *chroniqueur*. This happened in 1867. What may be called *Le Figaro's* respectable career began, and possibly ended, with Francis Magnard's editorship. Under Magnard's management *Le Figaro* grew in size as well as in popularity. It did not follow the lead of *Le Temps* in adopting a larger paper, but it became a six-page newspaper. In addition, a Saturday literary supplement was created containing a good deal of bright, entertaining and instructive matter, something like the best American Sunday morning papers, with now and then reproduction of forgotten pages of French literature. In all charitable matters *Le Figaro* became a beneficent and almost irresistible power. Thus, when all Paris was appalled by the catastrophe of the Bazar de la Charité, when nearly two hundred

persons perished in the flames, *Le Figaro* announced that the charities that were to be benefited by the bazaar must not be losers by the fire, and appealed to its readers to make up the possible deficiency. In a few days over one million francs were received.

What shall I say about the specialty of *Gil Blas*? I suppose I shall be understood if I say that of all Parisian newspapers it is the least puritanical, the one that is most carefully kept out of the hands of young ladies. *Gil Blas* was started as a competitor to *Le Figaro*; in the same way *L'Echo de Paris* was started as a competitor to *Gil Blas*. *Gil Blas*, however, retained a superiority over its spicy rival; its stories were hardly ever deficient in literary merit. *L'Echo de Paris* at last grew weary of the contest, and looked about for some new form of attraction. To-day it is among the boulevard newspapers the chief nationalistic sheet, and its most brilliant editor is Jules Lemaitre, whose sparkling prose formerly so often delighted the readers of the *Journal des Debats* and of *Le Figaro*.

A special mention is due to *Le Journal*. It has managed better, perhaps, than any Parisian sheet to remain true to the brotherhood of letters and to abstain from exasperating vituperation. It owes this good fortune to its former editor, the late Fernand Xau.

Le Journal sells for one penny, and so do some other ones of the papers hitherto mentioned, for instance, *La Lanterne*. They are, however, not exactly what is usually understood as penny papers, at least as far as France is concerned. The price at which they are sold is no indication of any essential difference between them and the sheets that sell for two or three sous a copy, neither are they intended to cater to a different public. What gave to the penny paper its distinctive character was the foundation of *Le Petit Journal* in 1863 by Moise Millaud. At that time a one-penny political daily was in Paris an impossibility. The Imperial government, then in existence,

was not anxious for the dissemination of political literature among the people, and had therefore enacted that every issue of a political paper must bear a stamp of six centimes, or one-fifth more than one cent. Millaud conceived the idea of giving to the people a small sheet which would talk of everything under the sun, except politics, and would, of course, publish every day, as was and still is the practice of the more expensive papers, an instalment of a serial novel. Thus *Le Petit Journal* was at once the paper of the million. Three cents, the price of the other papers, was too much for them. The one penny of *Le Petit Journal* suited them. For politics the men went to the "cabaret," where they read *Le Siecle*. *Le Petit Journal* was carried to the home, and read by father, mother and children, often even read by the children to the parents, who had grown up when public schools were still rather scarce in France. The influence of *Le Petit Journal* was from the start enormous. It introduced the newspapers in hundreds of thousands of homes where it had never penetrated, and its readers were soon numbered by millions. Let it be said at once that *Le Petit Journal* was, and to a lesser extent still is, a clean newspaper. Millaud was very fortunate, perhaps we ought to say clever, in the choice of his associates. His chief feuilleton writer, for instance, was Ponson du Terrail, who invented a character, Rocambole, whose impossible and blood-curdling adventures, always ending by the rescue of persecuted virtue, thrilled the kindly heart of every market woman, every *outriere*, every *concierger's* wife in France. But Millaud's chief auxiliary, the man on whom the fortune of the new venture depended for a number of years, was the writer of the first-page leader, Timothee Trim. Paris for a while wondered who the man was, with a strangely alliterative name, who could take up any subject of history, manners, science, travel and make it attractive and entertaining, as well as instructive for the crowd. It was soon known that

he was a former writer of *Le Nain Jaune*, *Le Figaro* and other minor sheets, whose real name was Leo Lespes. Leo Lespes knew very little, but had a remarkable knack of writing for the uneducated. A subject was on his mind just as long as it took him to write his article, and was quickly forgotten. And thus he managed, in the six years of his association with *Le Petit Journal*, to treat of almost every subject that can be mentioned in an encyclopaedia. After the establishment of the republic *Le Petit Journal* became a political paper; but this really did not essentially change its nature. Politics are mentioned in its columns, which have been somewhat enlarged, but they occupy there only a subordinate place. The paper has remained, on the whole, what its founder wanted it to be, a family paper. Its rule is to avoid taking sides so as to offend nobody, and to retain its hold upon people of different views. Thus, for instance, it is careful to be neither clerical nor anti-clerical.

Of course, Millaud's success stirred up a number of rivals. There was a time when nearly every large paper issued also a small one-penny edition, of the same size as *Le Petit Journal*; there was *Le Petit Moniteur*, *La Petite Presse*, and even for a time a one-penny edition of the government organ, which was at once dubbed *Le Petit Officiel*. Most of those have now disappeared, but a formidable rival has arisen in *Le Petit Parisien*. *Le Petit Parisien* is really, leaving political leanings aside, nothing but a *Petit Journal*

with another title and other editors. The opportunity of *Le Petit Parisien* came when *Le Petit Journal* violently took sides in the Dreyfus case. Its attitude could not fail to offend a number of its readers. The chief owner of *Le Petit Parisien*, M. Jean Dupuy, now a member of the Waldeck-Rousseau cabinet, was not slow to take advantage of it. Instead of troubling himself about new features, he simply decided to give his public exactly the same thing as *Le Petit Journal*, except in the political column. Success has been his reward. While *Le Petit Journal* holds its own with a circulation of about eleven hundred thousand, *Le Petit Parisien* is gaining everyday, and already issues seven hundred thousand copies a day.

There are other penny papers, some formerly attached to one of the great newspapers. Thus, as there is *Le Republique Francaise*, there is also *La Petite Republique Francaise*. When the former was Gambetta's newspaper the latter was its one-penny edition. To-day the two ventures are entirely separate. While the larger paper reflects the ultra-protectionist and somewhat nationalistic views of M. Meline, *La Petite Republique*, as it is called for short, is the most brilliant of the socialistic and anti-Nationalist organs.

WHAT DISPLAY MEANS.

Display does not necessarily mean big or black type. It consists in being different from your neighbors. If everybody is using black type, I would use light type and a frame of white space. If all the ads were light, I would make mine as black as possible.
—Current Advertising

PUBLISHERS INDIANAPOLIS PRESS.

Gentlemen—We have probably used more advertising in THE PRESS than any other paper during the past six months. Our investigations show that your circulation is the kind that pays advertisers.

Very truly,

R. E. SPRINGSTEIN & Co., Tailors,
9 N. Penna Street.

PERRY LUKENS, Jr., New York Representative, Tribune Bldg., New York.

INDIA DIGESTIVE BISCUIT.

HOW IT IS FIGHTING ITS WAY TO
PUBLIC FAVOR.

A cereal food, which by dint of wise exploitation for the past three years has captured a very fair trade throughout the Middle West and South, is just beginning its campaign in the East, with the view of gaining a national if not an international market. This product is called "The India Digestive Biscuit." A representative from PRINTERS' INK called at the newly installed office of The India Food Company, at 289 Fourth

"Until recently the main office was at Allegheny, Pa., where the factory is, and will remain. But we have come here to enter upon a broader field of endeavor, having demonstrated to our satisfaction that not only are the biscuits all that we claim them to be, and possessing distinct merits which make it effective in improving the health generally, but an absolute cure for indigestion, dyspepsia and constipation."

"But aside from this, we believe that a thorough campaign of education may make this a staple."

"The biscuit was evolved by ex-

PHYSICIANS PRESCRIBE THEM.

India Digestive Biscuits
CURE DYSPEPSIA.

No Drugs. No Medicine.

COMPOSED entirely of the digestive portions of cereals. One Biscuit twice a day, with ordinary diet cures Indigestion, Constipation or Dyspepsia. Ask your Druggist or Grocer or send 65 cents for large box. We prepay postage.



You take no risk. Send 65 cents for large box (containing 30 biscuits). If biscuits are not satisfactory, notify us on receipt, and we will return money.

Read the testimonials in the full-page advertisement in the February issue of GOOD HOUSEKEEPING, or write us for printed matter.

THE INDIA FOOD CO.,

289 FOURTH AVENUE,

NEW YORK CITY.

avenue, New York, the concern owning the biscuit, and there found Mr. F. J. Banks, the treasurer. That gentleman vouchsafed the following facts concerning the company and its product: "The company was incorporated as a stock concern in August, 1899, under the laws of Delaware. Its president is R. B. Belden, its secretary W. H. O'Hara and I am its treasurer. Previous to incorporation it was a private commercial enterprise, doing business under the same name, with the exception of the added word 'incorporated.'"

haustive experiment on cereals, extending over a series of years, by Mr. Belden and a corps of trained chemists. It was only when they were thoroughly satisfied that nothing comparably good in cereals had been presented to the world that they put it on the market.

"And now I would point out a fact that we make the most of, and that we have incorporated as a catch-phrase, and wish to familiarize the public with. This is that the biscuits are a food—not a drug. That is to appear everywhere where the name goes."

"The name is an arbitrary one.

and so is the trade-mark, which has been copyrighted. We have adopted the camel, principally because that animal's stomach is considered capable of digesting anything—a state into which we believe we can bring the human stomach if it uses the biscuits judiciously—as per directions.

"As to our advertising? Well, from the start we advertised extensively throughout the West and the South. We used newspapers, periodicals, billboards and circularizing. We did no demonstration and did not depart from direct advertising—by which I mean we gave away no novelties and used no sensational methods.

"Our list of publications, although perhaps not embracing the leading magazines, was and is a very large one—no less than sixty to seventy, aside from the dailies in most of the cities. As representative of such I would mention—they are the first which come to my mind—the (Cincinnati) *American Girl*, the (Philadelphia) *National Illustrated Magazine*, the (Philadelphia) *Woman's Idea*, *Welcome Guest* (Portland, Me.). Most of our selected publications were good enough to aid us with voluntary reading notices. Although we have done no keying we believe results were good from all our methods.

"Our outdoor display was extensive, consisting of especially good posters. There is one," and Mr. Banks pointed to the wall, "we have used many of them through the West, and you will soon see them on Eastern hoardings.

"But our main work has been circularizing. The lists we have sent circulars to number hundreds of thousands of names. We have bought a quantity of varied authorized lists, such as dyspeptics, doctors, school teachers, professors, ministers. Then, too, we have culled names from the elite directories of various cities. We find that physicians have been very active in helping us. We have had the biscuits adopted in many sanitariums.

"We have always adopted different forms of circulars, and invariably either have other good

advertisements or live testimonials on the backs of such.

"The returns from circularizing have been very satisfactory. They generally result in direct sales. Sometimes, of course, they are merely inquiries. Thereupon we mail copious literature, and nearly always get good results.

"It is our endeavor to get the customer to make the dealer in his neighborhood carry the biscuits. Gradually we are getting dealers everywhere to adopt them.

"But you must remember that we do not rely on advertising alone. Oh, no. We have a large force of traveling salesmen. They aid the advertising, and in turn are aided by it.

"We have made no advertising appropriation, but simply made up our minds to adopt whatever seemed judicious, and are prepared to expend many thousands of dollars during this first year of incorporation.

"So far we are well satisfied."

J. W. SCHWARTZ.

THE CARDINAL FAULT.

The cardinal fault in most advertisements is that they say nothing. They are like a traveler walking into a place of business, laying his card down, and walking out again. Why cannot an advertisement be made to talk to the reader of a newspaper as a traveler or a shopman talks to his customers?—*Newspaper and Poster Advertising.*

ILLUSTRATED EXTRACT FROM TESTIMONIAL.



I HAD A GNAWING PAIN IN MY STOMACH.

THE "LADIES' HOME JOURNAL."

Office of
THE CURTIS PUBLISHING COMPANY.
NEW YORK, Oct. 27, 1900.

Editor of PRINTERS' INK:

In the article, "Protecting the Reader," in the October 24th issue of PRINTERS' INK, there is a statement that *The Ladies' Home Journal* declined publishers' advertising in December, because they did not consider it to their "best interests" to accept it. I should like to state that we have no rule whatever against the acceptance of publishers' business in *The Ladies' Home Journal*, and that we are always glad to insert it if we have room. We do not, however, believe that it is good business judgment to omit the advertisements of regular customers, and insert a large amount of publishers' business that is given to us once a year, unless we have room for it. All publishers' business, sent us for our December number, was accepted and scheduled for insertion in the order in which it came. Most of it was put in type and held ready for insertion if it could be given. We had, however, many columns of regular business more than we could insert.

Few advertisers seem to be aware that *The Ladies' Home Journal* differs from all of the regular magazines, in that its publishers do not and will not add to the original allotment of advertising space. The advertising department is given a certain number of columns to fill. This measure is not elastic, and when all the space is taken, every advertisement that goes beyond the original allotment is omitted, no matter what the size or quality of it may be.

Yours truly,
E. W. SPAULDING,
Manager, New York Office.

AN ANGRY ADVERTISER.

OTTUMWA, Ia., Oct. 28, 1900.

Editor of PRINTERS' INK:

How's this for an unique advertise-

DO THIEVES
EVER READ THE
NEWSPAPERS?

If they do and see this they will be wise to keep out of my store. I'll make an example of some of the visitors who come to my store and put small articles in their pockets, and if I find the woman who stole a small plate the other day, and as a consequence spoiled the set, I'll make it cost her ten times the price of the whole set. I want such people to keep away from my store; I don't want their trade.

W. C. WYMAN, 113 and 115 South Court St.

ment? It appears in the Ottumwa daily Courier. M. C. M.

ONE WAY OF VIEWING IT.

Advertising is not a necessity; neither is the telephone, nor the telegraph, nor the limited train; but they are mighty convenient when you want to get there quick.—*Waterloo (Ia.) Tribune.*

A PIANO SCHEME.

"A local piano firm concocted a scheme last spring," said Theo. Hoffman, of Eau Claire, Wis., "that gave the business of many of our retail stores, and especially of the general and dry goods people, a pretty fair boost. The piano company had the various retail merchants canvassed for the following proposition. The object was to give a piano to the charitable or religious organization getting the most votes. Each local dealer was to contract to do so much advertising announcing the fact that at their store votes were to be received. Every purchaser of so much worth of merchandise was entitled to cast a vote for the society of his choice. The people vied with one another in their endeavor to get votes, as by so doing they contributed directly to charity. The stores handling a general class of goods naturally got the most trade. The dry goods stores came next, as women took special interest in the scheme. The piano firms got an amount of advertising that was many times worth the value of the piano given away."—*Chicago Dry Goods Reporter.*



A
"PIRLE"

Skirt does not
mark or cockle
with
rain.

FROM LEADING DRAPERS
Or particulars from
E. RIPLEY & SON,
100c, Queen Victoria Street, London, E. C.

PRETTY.

NOTES.

AN Indianapolis tailor has on his letter heads—"Ex-President Harrison was Benny-fitted here."

IN Munsey's for November appears "The Journalism of New York," by Hartley Davis, an attempt to describe the editorial creation of a metropolitan daily.

THE *American Illustrated* is the name of a monthly devoted to the artist who draws for reproduction, issued by the Alt. F. Clark Co., Scranton, Pa., at one dollar a year.

SAYS a Brooklyn butcher outside his Broadway store: "Never mind the golf links, but try a few links of our fresh Long Island sausages." Whoever sausage a ridiculous sign.

SCHNEIDER & DODDS, tailors, of 19 Park Place, N. Y. City, say in a circular: "Some men dress well because they are prosperous, while others are prosperous because they dress well."

A CLOTHIER of Bluffton, Ind., offers a Christmas present to every boy whose mother purchases \$1.50 or more at one time. There is no limit to the number of presents that may be thus obtained.

THE latest London idea for booming the clothing business is to offer free a pair of \$2.50 shoes with an \$8 suit—both made to measure! Several firms in the English metropolis are now making this offer.

To advertisers interested in advertising to the farmer, the book just issued by the Phelps Publishing Company, called "Frankly Told Truths and Personal Interviews," will be found interesting and valuable.

MISSES M. M. BAILIE and M. B. Melville have been traveling on bicycles through Louisiana, Texas, Tennessee and Arkansas, advertising the Crawford shoe. The girls wore white shirt-waists, red ties, red caps and gray skirts. In silk letters on the skirts were the words "Crawford shoes."—*National Advertiser*.

EIGHT newspapers are regularly published in Bangkok. The most important of these is in English, the *Bangkok Times*, which is published daily. Other papers printed in English are the *Siam Observer* and the *Siam Free Press*. The leading Siamese paper is the *Rachakitchanubeksa*, or Government Gazette, printed at the government printing office.—*National Advertiser*, New York.

MORE and more the first page, in both dailies and weeklies, is being cleared of advertising. In the largest cities, the daily that shows display on its "front" is the exception; among small-city dailies the tendency is also unmistakable; and every little while we hear that another among the most progressive publishers of country weeklies has reserved, solely for news, the page by which in the majority of cases

the character of all the pages is judged.—*Newspaperdom*.

IRA F. CLARK & Co. give to each farmer who purchases goods to the amount of \$10, one of the latest improved handy egg cases. The case is a neatly constructed wooden box of convenient size, with bail, making it easy to carry. It has a capacity of twelve dozen and is so arranged that one egg can be as safely transported as a case full. When the case is empty the owner can use it as a receptacle for purchases made while in town.—*Portland (Me.) Express*, Oct. 12, 1900.

AN undertaker's business is advertised for sale in an English newspaper in terms which are really hardly such as to encourage any one to become a permanent resident of the locality. After stating that he is retiring from business altogether the advertiser praises the town thus: "Sanitary arrangements much neglected; mortality from fevers excessively high; total death rate 10.7 higher than any town within a radius of fifty miles; one trade competitor (carpenter) only. Excellent opening for energetic man willing to put his heart into the business."

A good night attraction is seen this week in a window of a large State street outfitter. In the center of the window space what appears to be a large black board is placed. The board, however, is glass coated with a black combination which prevents the light from shining through. Behind the glass artificial lights are placed. A man dressed up as a country school teacher stands in front of the board and sketches with a stick. The stick scratches off the paint, allowing the light to shine through and giving a distinct trace as chalk on a black board. The attraction takes wonderfully well.—*Chicago Dry Goods Reporter*.

THE Chicago, Burlington & Quincy R. R., of Chicago, Ill., are sending post-paid for fifteen cents a map of the United States mounted to hang on the wall. This map shows in colors besides the States, the various divisions of territory acquired by the United States since the Revolution, such as the Louisiana purchase, the Texas annexation, the Gadsden purchase, etc. It is almost a perpetual ad for the road, as the name "Burlington Route," is printed on the upper margin in large, bold type, and the map being so convenient for hanging, will probably adorn the wall of the home or office of every recipient fortunate enough to secure a copy.

IN LETTER-HEADS.

When you get a letter from a man who uses a simple, clean letter-head, containing nothing but his name, business and address, set up without any effort toward display, you are impressed with the fact that your correspondent is a solid, dignified, reliable business man. But when you get a letter written under a spread-eagle, sprawly letter-head, full of curlicues and other nonsense, the impression you receive is far from favorable.—*Patent Record*.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

ONLY one quality—the best.

OFTEN imitated, never equaled.

WE go wherever the mails reach.

OUR business is to make folks comfortable.

THE delight of every lover of confectioners.

COMFORTABLE from the moment of trying on.

To consider these proportions is to adapt them.

It satisfies the thirst and invigorates the body.

The most delicious that culinary skill can produce.

BEAUTY problems solved by the use of Packer's Tar Soap.

JUST think what kind of a hat you want, and depend upon finding it here.

EACH is made in such a manner that one would judge it to be made to your order.

WE want the very tip-toppest dressed man in town to see these neckwear silks.

NOT cheaply made, but of materials and workmanship equal to the expensive kind.

REASONABLE profits, reliable goods, right treatment, are the three R's of this house.

GOOD—or they wouldn't be here at all; low priced—or we wouldn't be telling about them.

THE quotations that follow stand for great worth, but they do not do justice to the variety of weaves on view. Nothing but a personal visit can do that.

It's one thing to cut the price of a carried-over, soiled or out-of-date garment—it's quite another thing to offer the newest of the new at prices like these.

WE make no apology for copying exactly the shapes of the style makers; nor for marking them at half, or less than half, their prices. The benefit is certainly yours.

THE best of every worthy grade is what we mean to provide. To serve you better, to make the store more helpful and more welcome to you, is our aim all the time.

To give your system a complete rest, drink Welch's grape juice, freely. It is food, drink, medicine—all in one and well has it been called "Nature's Finest Food and Drink."

THIS is a boys' store. We might say boys' stores, for the hat store, the clothing store, the furnishing store and the shoe store for boys are individual stores by themselves—big stores.

"SOMETHING equally good" is what the office-seeker is offered when he's

turned down. "Something equally good" is what you're offered when you go to the wrong store for the right hat.

DEAD men's good intentions never shelter the homeless nor feed the hungry. Good acts unfailingly produce good results. One of the best of these is to get life insurance. Get it now in the Penn Mutual Life.

WELCH's grape juice is not a preparation—it is grape juice. It is the simple, unfermented juice of the grape. It is all the goodness that eighty ton pressure can extract from the choicest Concord grapes—none of the valueless parts.

If you live out of town, we are very anxious to have you write to us about your wants. We will take just as good care of your premises as if you came here yourself. We are anxious to get orders by mail. Just send us an order and see how promptly we fill it.

READY-TO-WEAR clothing has many advantages—the most prominent is that it is ready to wear. There's no waiting—no fuming because you don't get your clothes when promised, and the moment you see a ready-to-wear suit you know whether or not you like it.

WHEN you buy a cigar you pay one price for the cigar and five or six prices for the artistic frills, graceful shapes, dainty wrappers, embossed gold bands, gorgeous labels, costly advertising, and gay posters and show cards. When you buy "Belle of San Juan," you pay for a solid, full, satisfying, sweet, rich smoke, and nothing else; and it's enough.

Few people have any idea of the food value of a bunch of grapes. Dr. John Ellis says: "In its essential constituents it bears a wonderful resemblance to blood." "The juice is 'vegetable milk,' containing almost the same properties as mother's milk. Its nitrogenous elements feed the nerve tissues of the brain and the body; its carbohydrates make rich, red, coursing blood; its gluten and sugar properties strengthen the muscles and make flesh.

THE requirements of the law demand that we be clothed in some sort of garments. Here our legal responsibilities cease. The unwritten laws of society go much further than this, and dictate the style of garments which will be worn at different times and seasons. It goes without saying that whatever the style of garment, it must fit properly. This is a point of the utmost importance and cannot be emphasized too strongly. Another essential of equal importance is workmanship. If a garment is not properly made, it will soon lose its shape and become unsightly, no matter how perfect the fit may have been. To be sure that your garments will embody these two vital features you should first of all place your order with a reliable tailor—one you can depend on. If you place your order with us you are sure to come again. You'll stay with us all the time. We'll do such good work and please you so well that you'll not think of leaving us.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi.*, 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Montgomery (Ala.) *Advertiser* (1).—The leading Alabama paper in news, influence and circulation.

CALIFORNIA.

San Francisco (Cal.) *Argonaut* (2).—Is the leading weekly west of Chicago and offers to the advertisers the best medium on the Pacific Coast. Its circulation exceeds all other weekly publications in this section of the country, and it goes almost exclusively into the homes of the well-to-do, the people who are purchasers. Therefore, if advertisers desire to secure customers on this coast the *Argonaut* is the medium for their purpose.

ILLINOIS.

Champaign (Ill.) *News* (1).—*Daily News*, afternoons except Sundays. Is read by all the 15,000 people of the twin cities, Champaign and Urbana. The *Champaign Co. News*—Wednesdays and Saturdays—covers thoroughly every township, more than 50,000 prosperous people.

Chicago (Ill.) *Daily News* (1).—Not only has, first, a larger paid circulation and, second, a larger paid city circulation than any other Chicago paper, but—leaving out of account the *Chicago Record*—it has, third, a larger paid circulation in the city of Chicago than all the other Chicago English dailies combined. The advertising rates of the *Chicago Daily News* are the highest, in price per line, in Chicago—Sunday papers excepted—but in price per line per thousand paid circulation—"for value received"—they are conceded to be incomparably the lowest in the United States.

Chicago (Ill.) *Grocers' Criterion* (1).—The best medium for reaching general merchants and grocers of the Middle West. Have you got the retailers "in line" who sell your class of goods in this territory? The *Grocers' Criterion* has 11,000 progressive, prosperous, purchasing subscribers. Each one a possible customer for you.

Chicago (Ill.) *Hemlandet* (2).—Is the oldest Swedish newspaper in the United States, having been established in 1854, and continuously issued from Chicago ever since. It is essentially a farmer's weekly, having but a limited circulation in the larger cities.

Chicago (Ill.) *Inter-Ocean* (1).—The actual paid circulation of the *Inter-Ocean* averages 60,000 daily and 80,000 Sunday. The books, mailing lists, postoffice receipts and paper bills can be inspected by advertisers at any time. These are facts, not theories.

Chicago (Ill.) *Nichols' Monthly* (1).—The publishers of *Nichols' Monthly*

will accept contracts with the understanding that the circulation claimed will be proved to the advertisers' satisfaction, before the account is paid, and no publishing house could do this unless they were actually printing and mailing the full circulation promised.

Chicago (Ill.) *Record* has a larger paid circulation than any other two-cent paper in the United States. It has the largest—much the largest—morning circulation in Chicago. It has very much the largest out-of-town circulation among Chicago dailies. It circulates in every State and Territory in the Union, but chiefly in the Northwest.

Chicago (Ill.) *Rural Life* (1).—Will carry out all advertising contracts for the *Western Plowman* and has absorbed the 36,000 subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of *Rural Life*.

Chicago (Ill.) *Wool, Markets and Sheep* (1).—Is recognized on every hand as the leading authority in America on all sheep questions. It is a power. Advertisers certainly cannot afford to overlook the sheep-men. There is no other paper which reaches so many of them.

Joliet (Ill.) *Daily News* (2).—In its 23 years' existence has seen the passing of seven daily papers and numberless weeklies, all having a special mission to destroy it. That it survives is due wholly to liberal management and piles of hard work. It championed every enterprise and has aimed to popularize them all at the expense of the saloon and gossamer in general and particular. It has no apologies to make, for it does not feed on the "has-beens" of life. It serves the living present with 6,000 dailies and 2,300 weeklies.

INDIANA.

Monticello (Ind.) *White Co. Democrat* (1).—The only Democratic paper in White County. Largest circulation of any paper in the county. Actual circulation August 17, 1900, 1,505; now 1,636.

IOWA.

Davenport (Iowa) *Catholic Messenger* (1).—Circulates in every county in Ohio, in Western Illinois, Eastern Nebraska, North and South Dakota, with subscribers scattered throughout nearly every State in the Union. It represents the Catholics of the West and all Catholic and Irish societies of the State.

Des Moines (Iowa) *Wallace's Farmer* (1).—To reach the West Iowa farmers no medium is so effective as *Wallace's Farmer*. It stands without a rival as the high-class agricultural paper of the State. It is the only agricultural paper in the State that requires pay in advance for subscriptions and stops when the time is out. The only one that re-

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

fuses to advertise mining schemes, fake machines, tin-can separators, etc. It is by all odds the best and cheapest advertising medium for reaching the really top farmers of the State.

KENTUCKY.

Shelbyville (Ky.) *Shelby Record* (1).—An illustrated paper that people read. We hold the field against all competitors. The best advertising medium.

MAINE.

Bangor (Me.) *Commercial* (1).—Easily the best paper and largest circulation in Eastern Maine. Any statement of a Bangor daily paper claiming larger circulation is simply absurd.

Lewiston (Me.) *Sun* (1).—Lewiston and Auburn (twin cities—no paper published in Auburn) have nearly 35,000 population. The *Sun* is the only morning paper in these two cities and in Androscoggin County.

Portland (Me.) *Express* (1).—Circulation exceeding by 50 per cent that of any other Portland daily. Advertising taken upon a guarantee of 8,000 circulation or no pay.

Rockland (Me.) *Star* (1).—Only daily in Rockland. No other daily in Knox County.

MARYLAND.

Baltimore (Md.) *Herald* (1).—The morning and Sunday *Herald* are indispensable advertising mediums.

Hyattsville (Md.) *Prince George County News* (2).—Is the largest paper published in Prince George County, Maryland, and has a combined circulation, having consolidated with the U. S. Department *News-Eagle*. It is the only Democratic paper in Hyattsville, is printed weekly on elegant book paper, no plates no advertised patent insides. Will reach most of the inhabitants in this part of Maryland. One of the best mediums to reach the farmers.

MASSACHUSETTS.

Boston (Mass.) *Globe* (1).—Within 50 miles of Boston City Hall there are 2,500,000 people—more than 1-30th of the population of the United States. Taking into account the character, wealth and intelligence of the people in this 50-mile circuit, here are 1-15th of all the buyers of goods in the United States. The *Boston Globe*, daily and Sunday, covers this territory, and has a much larger circulation and a much larger advertising patronage than any other newspaper in New England. It averaged in 1899: Daily, 188,329; Sunday, 250,562. Over 60,000 more than any other Boston daily. Double that of any other Boston Sunday paper.

Boston (Mass.) *Herald* (1).—The advertisers in the *Boston Herald* reach the best constituency in New England. The September circulation of the *Boston Herald* averaged 169,952. The September circulation of the *Boston Sunday Herald* averaged 166,288.

MICHIGAN.

Detroit (Mich.) *Free Press* (1).—No wise advertiser attempts to cover the city of Detroit or the State of Michigan without using the *Detroit Free Press*. Guaranteed circulation: Daily, 42,530; Sunday, 52,512. A large proportion of this circulation is not duplicated by any other paper.

Detroit (Mich.) *Journal* (1).—Evening, eight to twelve pages; two cents. The only metropolitan Republican newspaper in a great Republican State.

Detroit (Mich.) *News and Tribune* (1).—(Combined—all advertising appears in both papers). Cover Michigan thoroughly. Average circulation over 75,000 daily, by far in excess of all other Detroit papers combined.

The *News-Tribune* leads on Sundays; circulation over 44,000. The most searching investigation of circulation books and records invested at all times.

MINNESOTA.

Minneapolis (Minn.) *Times* (1).—Honest rates. Honest circulation. Daily average circulation exceeding 30,000. Sunday 40,000. Carries nearly as many paid classified advertisements as any two other Twin City papers combined.

MISSISSIPPI.

Meridian (Miss.) *Fraternal Echo* (1).—Guaranteed circulation 4,000, in the following States: Mississippi, Alabama, Florida, Tennessee, Kentucky, Louisiana, Arkansas and Texas.

Meridian (Miss.) *Star* (1).—Has a larger circulation than any other newspaper published in East Mississippi.

NEBRASKA.

Blair (Neb.) *Danversen* (2).—Has a circulation of over 8,000 copies weekly. It reaches a large per cent of the Danish-American people in the Northwest. The amount of advertising is limited to a small per cent of the reading matter.

NEW JERSEY.

Passaic (N. J.) *Record* (1).—The best home paper in the county—has for its constituents the people of the city and suburbs. The advantages which it possesses for those who wish to bring their business to the attention of the people are obvious.

Paterson (N. J.) *News* (3).—The *News* is the best advertising medium in this section of New Jersey. It has the largest circulation of any newspaper published in Paterson, Passaic County or this Congressional District. It is the great want medium. A want ad published last week received in reply one hundred and twenty-three letters, and that ad cost the advertiser just a quarter for three insertions. The *News* not only has circulation, but proves it and makes contracts upon a guaranteed circulation basis.

NEW YORK.

New York (N. Y.) *Journal* (1).—Has the largest daily circulation in the world.

New York (N. Y.) *Navy Chronicle* (2).—The *Navy Chronicle*, illustrated, embraces a world of its own. Is the illus.-rated monthly that does justice to "everything naval." The official organ of the National Association Naval Veterans U. S. of A. Representative publication of the U. S. Naval Reserves, U. S. Navy Yards and stations. Enlisted personnel of U. S. Navy. Their money comes easy and goes easier. It has prestige.

OHIO.

Ashtabula (Ohio) *Beacon-Record* (1).—Is the only medium by which advertisers can thoroughly reach the people of Ashtabula City and Harbor, Geneva and Jefferson villages and the surrounding country. *Telegraph*, established in 1850 and over half a century old, is the largest and best all home print county weekly published in Ohio. As an advertising medium for reaching the farming community in Ashtabula County it is without a rival.

Cleveland (Ohio) *Plain Dealer* (1).—2,819 is the number of columns of advertising printed by the *Cleveland Plain Dealer* in excess of that printed by the *Leader* in the eight months of 1900 ending September 1. This equals 402 full pages of the *Leader*.

Dayton (Ohio) *News* (1).—Sworn statements each month since the first of the year show an average for nine months of 16,259. The progress of the paper has been appreciated, as is shown by an increase in the volume of both foreign and local advertising to the extent of about twenty-five per cent, while the rates have been increased since last year approximately one hundred per cent.

QUEER PERSONALS.

A Yankee tailor in Buenos Ayres announced that a young woman of beauty and fortune wished as a husband a man of pleasing presence and honorable character. It was important that he should be a stylish dresser. The Argentine swells did not stop to think that beautiful and wealthy girls do not, as a rule, have to seek husbands through the personal column. The replies were numerous, and afforded to the tailor a fine list for circulation. He reasoned that the young men who would snap at such a bait could scarcely fail to be good customers.

Several years ago a wag in Paris published in several journals the following: "Leave the city at once. My husband has discovered everything."

That day the trains to Belgium were all overcrowded.—*National Advertiser.*

MUNYON'S FAME.

"He looks just like Munyon," said a New York woman as she looked at a newspaper portrait of Bryan, with his forefinger impressively lifted.—*National Advertiser.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

ZINC mining in Missouri. Circular free. M. W. GIBSON, Joplin, Mo.

DRYUM cylinder press, sheet 30x44, for cash. P. O. Box 2341, New York.

ALL-RO ND foreman. I make printing pay. "J. O. B.," 37 Mason St., Pawtucket, R. I.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

IHAVE waste power and idle presses which can be secured cheap for long runs. Address J. A. WAYLAND, Girard, Kan.

IWANT to buy a Duplex Flat Bed Perfecting Press. Address F. A. COTT, care S. C. Beckwith, Tribune Bldg., New York City.

AEditor of a metropolitan daily, holding a permanent position, wants place as editor or manager of paper in smaller city in the East. "B. W. J.," care Printers' Ink.

IWANT to do the advertising for some firm who expect results and are willing to pay for knowledge, experience and ability. Address "HUSTLER," care Printers' Ink.

WANTED—To sell at low figure a growing farm paper property worth double price asked. No better opening in the South for a hustler. E. E. ADAMS, Lebanon, Tenn.

BUSINESS manager of good country weekly near New York. To care for business matters, collections, office details, etc. State experience and salary expected. "J. C.," Printers' Ink.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy, pointed, practical kind, and are profitable at the price. "JACK THE JINGLER," 10 Spruce St., N. Y.

NEWSPAPER man who knows how to get up early in the morning, is not afraid of work and doesn't watch the clock while at work, wants place on daily in small city. Good writer and solicitor. "H. H.," Printers' Ink.

TRAD E PAPER PUBLISHERS—Journalist of wide experience writes original articles, correspondence and interviews. Photos, if desired. Translations from foreign exchanges. WM. C. HIRSCH, Postoffice Box 2341, New York.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent reporters, editors and advertising men to publishers. 15 Cedar St., Springfield, Mass.

ESTABLISHED Chicago trade paper (one of two) wants successful advertiser; man to take \$1,000 stock and manage eastern office. References. Address "REX," care Lord & Thomas, 1018 Am. Tract Society Bldg., New York City.

OR DERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 11 Spruce St., New York.

PERSONAL—To the firm who needs the services of an advertiser now is your chance. I am open for an engagement where good work will be appreciated and followed by advancement. Address "EXPERT," care Printers' Ink.

ACHANCE to learn the linotype and details. Special rates to operators desiring mechanical course. Every branch thoroughly taught; reference, Mergenthaler Linotype Co., New York. Write for catalogue. MERGENTHALER LINOTYPE SCHOOL, 619 G St., N. W., Washington, D. C.

WANTED—Position as Western representative at Chicago of an Eastern publication of high class by an experienced young man, 25 years old, can give the highest Chicago references, and also pleased to refer by permission to Mr. Geo. P. Howell, publisher of PRINTERS' INK. Address "R. B. L.," care Printers' Ink.

WANTED—Energetic representative capable of presenting intelligently an important business proposition to manufacturers and wholesalers. The position will pay large remunerations and a permanent position. Send the right kind of a man. State experience and references. "B. W.," care Printers' Ink.

ADVERTISING representative, of demonstrated ability, at present doing highly successful work for prominent magazine, for purely personal reasons desires to change. Would consider proposition from standard publication of known worth to advertisers. Full parties only receive attention. "EARNEST," Printers' Ink.

ADVERTISING solicitors wanted in all manufacturing centers as local representatives for an export trade journal. Should have personal acquaintance with manufacturers in all lines and be able to devote a reasonable amount of time. Liberal arrangements made for permanent relations. Address "FOREIGN," care of Printers' Ink.

WANTED—Some one willing to get rich. I have the following formulas for sale: Perfume Powder, Ink Powder, Sheet 11 in, Magic Transfer Fluid and Lightning Indicator. These are the secrets that have made millionaires. Do you command advertising space? If so, send me \$1 for the five formulas or 25 cents for any one of them and turn your advertising space into gold. Address JOHN T. MASON, Hancock, Maryland.

PUBLISHERS, use our method of increasing your subscription list. Insures a steady growth each week, is limited only to the enterprise of the circulation manager. Adapted to city or country papers. Money returned after first month's trial if not entirely as represented or if the plan does not bring subscribers. Has been used by some papers for years with satisfactory results. Sold to only one paper in city. New subscribers cost less than 5 per cent. Our methods are reliable and our subscription plan is worth hundreds of dollars to any well conducted paper that is reaching out for new subscribers. So premiums, no canvassing. Full particulars and everything necessary for adopting the plan, \$1. We can refer to reliable papers using our method. THE UNITED PRESS, 24 N. Ninth St., Philadelphia.

COIN CARDS.

23 per 1,000. Less for more; any printing. THE STATIONERS' MFG. CO., Detroit, Mich.

DECORATIVE DESIGNERS.

BOOK covers and designs for lithographers. PLANT & HOTCHKISS, 150 Fifth Ave., N. Y.

COMMERCIAL DESIGNERS.

DESIGNS and cuts furnished for advertisers. PLANT & HOTCHKISS, 150 Fifth Ave., N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

PEN and ink, wash drawings and color work.
PLANT & HOTCHKISS, 159 Fifth Ave., N. Y.

WINES.

HOW CHAMPAGNE IS MADE, sent free. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

BOOKS.

CATALOGUE your cuts. My book—capacity 200 cuts, with "tracer"—mailed for 25c. **FRED H. CLIFFORD**, Bangor, Me.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. **BURR MANUFACTURING CO.**, 614 Park Row Bldg., N.Y.

SPECIAL REPRESENTATIVE.

H. D. LA COSTE,
38 Park Row, New York,
special representative for leading daily newspapers.

ADVERTISING AGENTS.

MERCHANTS, mfrs., mail order men who want "live" salesmen or agents everywhere should send for bargain list containing wanted papers. **HUNGERFORD & DARRELL**, AGENTS, Balto., Md.

MAIL ORDER.

MAIL ORDER ADVERTISING. If you are interested, write for a copy of "Our Silent Partner," which will be sent free upon application. Address **EDITOR, OUR SILENT PARTNER**, Waterville, Maine.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued Sept. 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

BUSINESS OPPORTUNITIES.

ONLY Republican daily in city of 20,000, five hours from New York, carrying \$7,000 worth of business and paying expenses, can be bought for about \$1,500. Owner has other business. **EMERSON P. HARRIS**, 150 Nassau St., New York.

SUPPLIES.

GAUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 13 Spruce St., New York. Special prices to cash buyers.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. illustrated list-price catalogue free. **S. F. MYERS CO.**, 45-56-52 Maiden Lane, N.Y.

PENS.

EFFEY FALCON PENS are uniform in quality. Every pen is a perfect pen. Gross \$1. Sample box 10c. **THE PAUL CO.**, Red Bank, N.J.

We have a special offer for newspaper men wanting fountain pens for their own use or as premiums. **PERRY PEN CO.**, Box 31, Milton, Wis.

MAILING MACHINES.

MAILER'S DELIGHT. Labeler, '99 pat. \$12. REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

PRINTERS' INK uses Wallace & Co.'s Addressing Machine, so does
The Cosmopolitan Magazine,
The Delivator,
The Ledger Monthly
and scores of the large publishers of the country.
WALLACE & CO., 10 Warren St., N. Y.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS**, Canton, Ga.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 560 Broadway, N. Y.

NEWSPAPER METALS.

METAL FLUX makes linotype and stereotype metal run smooth and without blowholes; also saves metal. Send for free sample. **AM. METAL FLUX CO.**, Detroit, Mich.

DID you ever order a Blotchford product that wasn't exactly what the makers claimed? Did you ever order a certain grade of Blotchford metal, and get it for awhile, and then afterward find you were being supplied with a poorer grade? No, you never! **E. W. BLATCHFORD & CO.**, 54-70 N. Clinton St., Chicago. Stereotype, linotype, electrotype and monotype metals.

NEWSPAPER BARGAINS.

\$800 CASH. balance \$350 on easy terms, buys a Republican opportunity in Kentucky if bought quick. Inventories \$1,500.

\$1,600 buys a fine paying weekly proposition—county seat town of 4,000 people in Ohio. This is a very low price for quick sale.

\$3,500 buys one of best business located weeklies in New England. A snap.

\$3,500 buys a good weekly proposition in Indiana. Business and terms will please you.

\$2,850—about \$2,000 down—buys a good weekly proposition. \$2,000, with one-half down, buys another good one. Both in New Hampshire.

Dailies and weeklies in many different States. On all properties that I handle the strictest investigation is solicited on the part of buyers who mean business.

FOR NEWSPAPER OWNERS.

Reliable men as managers and otherwise for all departments in newspaperdom.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

FOR SALE.

FOR SALE—Old established Rep. semi-weekly, 7,000 pop., Central N. Y. "F." Printers' Ink.

FOR SALE—7-column Washington band press. Big bargain. Address **THE STAR**, Hancock, Maryland.

\$100 BUYS a complete bound file of **PRINTERS' INK** (32 volumes). Address "P. I. J.," care Printers' Ink, 10 Spruce St., N. Y.

\$1,500 BUYS Carbondale, Pa., **FIVE NEWS** and **SEMI-WEEKLY HERALD**. Daily circ. 1,700. Monthly receipts, \$200. Address **T. K. FREY**, York, Pa.

FOR SALE—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good man. Excellent location. Will sell cheap or will lease. **E. E. ADAMS**, Lebanon, Tenn.

96 LEFT. I am clearing house, and have about 96 books of June, 1899, edition of the **American Newspaper Directory** on hand that I wish to dispose of. Send me 35 cents to pay the expressage and I will send you a copy. Address **PETER DOUGAN**, 10 Spruce St., New York.

THE oldest established newspaper and job office in growing town in Southern New York must be sold at once. Paper Republican, 1,650 subscribers, with an advertising patronage of \$1,800 annually. Job work amounts to \$300 per month. Plant inventories \$7,500; much material new. Price \$3,500, easy terms. Best reason for selling. Address "QUICK SALE," Printers' Ink.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

TRICYCLE delivery wagons, \$25. Write us to-day. ROADSTER SHOPS, Camden, N. J.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

WANTED-Agency for advertising novelties. Send full particulars to GLOBE PHOTO BUREAU, 141 south Penn Square, Philadelphia.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser 4 lines will be inserted under this head once for one dollar.

ADVERTISING MEDIA

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

BACK-COVER quarter page, 30,000 circn., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D.C.

TEACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 4,500. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 9c. line. Close 31th.

TOOKIE'S CHINESE MONTHLY, Rockport, Ind. Cir. 10,000, by Printers' Ink & Co. receipts. Terms for inch 15c. Sub. 50c. Samp. 5c.

A WEB perfecting press, Linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 200 inches, \$40; 300 inches, \$50; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

THE MINING AND ENGINEERING REVIEW, issued monthly at San Francisco, Cal., is the most prominent technical journal of its class published west of Chicago. It covers thoroughly the class of people interested in mining and engineering pursuits on the Pacific Coast. Actual average circulation each issue during 1899 was 4,331. Sample copy and advertising rates, which are reasonable, will be sent on request.

ABOUT seven eighths of the advertising done for \$15 to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

ADDRESSES.

HONESTY is the best policy! It is my motto in furnishing names and addresses of business men, farmers, laborers, etc., at low rates to advrs. R. McMEYER, Boston Harbor, Mich.

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses, (only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to all inking if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success.

FRANK R. CARTER, 12 EAST 42d ST., N. Y.

ADVERTISEMENT CONSTRUCTORS.

I. MORGAN, Advertisement Writer, Cambridge, Vermont.

GEORGE R. CRAW, mail order advertising, Box 502, Cincinnati, Ohio.

ADS that bring business. Write, H. L. GOODWIN, 57 Chester St., Malden, Mass.

ISSUE your own store paper. Ask for samples. WM. WOODHOSE, JR., Trenton, N. J.

ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

JED SCARBORO, writer of forceful advertising. Request estimates, 20 Morton St., Bklyn.

MEDICAL advertising, professional or secular, written, illustrated, printed. J. F. GOULD.

ONE ad written purposely for you for \$1, cash with order. FRANK B. WILSON, Kenton, O.

LAUNCHING a new business? Whether it will be an ocean liner or a cutboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

HIE who by his trade would rise Should not neglect to advertise, Nor fail to seek the aid he'll find If he'll consult the undersigned. MRS. HUNT, 42 Richardson St., Newton, Mass.

SCORES of young men have bettered themselves in business since taking our unique course of advertisement writing. We teach it practically, successfully by mail. Large prospectus free. PAGE DAVIS CO., Inc'd, 12 Medinah Temple, Chicago.

RESULTS-That is what I always aim at and my customers often wonder at the accuracy of my aim. I write, illustrate, design and print all kinds of advertising literature in a neat, clean, convincing manner, just the way it should be done. Send along a trial order and see if I cannot hit the "bull's-eye" of trade for you. Also send for my booklet, "Ten Dollars a Thousand." It will interest you. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

THE J. B. LIPPINCOTT CO., of Philadelphia, recently employed me to help prepare a series of large advertisements. They wanted vigorous, clean-cut material for a special sale of their New Chambers' Encyclopedia. The sale was a great success. The casual observer might wonder why great publishers, who are necessarily in touch with all the literary high of the world, should require my services. The reason is substantial. They believe in specialists. They go to literary people for literary work. They came to me because they wanted assistance in selling a lot of the literary work they had bought. They wanted the benefit of my practical business ability which I have acquired by attending the old school of experience. I write and illustrate advertising matter of all kinds. I can help you sell your goods. HOLLIS CORBIN, 263 Broadway, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, NOV. 7, 1900.

ORIGINALITY that is builded on a foundation of common ordinary horse sense is the only kind that is good in advertising.

THE business man should at least know enough about advertising to judge whether or not his advertising manager is doing good work.

THE Baker & Taylor Company of New York is publishing a number of books of real value and great contemporaneous interest, and advertising them in a way that should secure an excellent sale for each.

THE *Newspaper Maker* of New York usually contains quite a number of large advertisements of mining investments. Every one knows how well equipped with earthly fortunes are the generality of journalists, hence the assumption that such announcements bring in great returns.

KNOWLEDGE relative to advertising is seldom permanent in character. What was reliable information yesterday may be unreliable to-day. People are changing, circulations are changing, the leaders of one day become the followers of another. To keep in advance it is necessary to study constantly the changed conditions and environments that may arise.

A LITTLE success sometimes brings a big failure; a little failure often brings a big success.

THE value of advertising space in any advertising medium is really relative. It depends, to a great extent, on what the advertiser puts in it.

THE publication of the weekly *Motor World* at New York, of *Automobile Topics* at the same city, the opening of the Automobile Show at the Grand Central Palace on Nov. 14th, all appear to indicate that automobile advertising will be quite a factor in the publicity production of the coming year and century.

IN New York the single taxers have employed the sandwich men to agitate their views. These advertising media have been marching up and down lower Broadway advising everybody to spread the ideas of Henry George. It is stated that the men themselves, believing that the Republican and Democratic parties would also require their services, had attempted to form a union, with what success it is impossible to discover.

THE Manhattan Bag and Wrapper Supply Company, 1293-95 Broadway, New York, issues free editions of one hundred thousand paper bags, in twenty lots of five thousand each; each five thousand lot of three assorted sizes is sent to reputable firms supplying the daily necessities of the table. Stores delivering merchandise in these bags have their address printed on one side; and for the other side advertising space is sold. Collections are made after delivery of each one hundred thousand (100,000) edition; a copy of the advertisement bag, showing advertisement contracted for and attached receipts from the firms having received same for distribution being presented. The general size of the ad is six and one-eighth by two and one-half inches, and will cost the advertiser forty dollars for the edition. Only four advertisers are allowed on each bag, one on the front and three on the back.

THE Little Schoolmaster has been informed that the advertising agency of Remington is offering newspapers Omega Oil contracts for one year of 9 inches, double column, every second day, the condition being that the newspaper take a page in Remington's newspaper directory, price \$100. Under such a policy the publication of a newspaper directory must become a much more profitable venture than it is usually regarded.

MR. FREDERICK STIER, advertising manager of the Topeka (Kan.) *Capital*, is exceedingly proud of the fact that on October 28th his paper printed 184 columns of advertising. He believes—at least so he says—that this is the highest water mark ever reached by any daily and asks publishers who have exceeded it to notify him. Whether, when he receives such notifications, he will give them equal publicity, PRINTERS' INK is in no condition to say.

IT IS PRINTERS' INK's object to inaugurate, in its issue of Nov. 21st, a department devoted to the discussion of those principles and details of advertising relating principally to mail order advertising. This phase of advertising has gradually been becoming more and more important, until to-day it is difficult to name an article that may not be exploited through the mail, or even, perhaps, one which is not being so exploited. The Little Schoolmaster, always wide awake to the interests of its readers, has been devoting more and more space to the subject during the present year. Little attention, however, has been given to the topicals more or less technical lines, or in other words, to those details that relate to it exclusively. This defect, if it may be so termed, will be eliminated in the articles and suggestions now in mind. Readers of PRINTERS' INK are requested to send in their views and suggestions, also to describe the difficulties they have encountered which others in the same field may aid them in obviating.

PRINTERS' INK believes that *Scribner's Magazine* is the best of the great monthlies, viewed from either a literary or artistic standpoint. Our readers who do not agree with this opinion may set forth the reasons upon which their ideas are placed.

LEDERER, STRAUSS & Co., milliners of Des Moines, Iowa, publish monthly an eight-page paper, 9½ by 11¾ inches in size, called a *Millinery Guide*, which they mail free to customers. It is profusely illustrated with pictures of handsome ladies attired in equally attractive hat wares, and contains in addition what is probably the latest news in the millinery trade, at the same time indirectly advertising the firm's hats. The Little Schoolmaster looked more at the faces than at the hats, but probably none of the other sex would be guilty of so great an absurdity.

THE Maryland Title Insurance and Trust Company, of Baltimore, advertises much more than title insurance companies are in the habit of doing. The advertising is attractive, though not extensive according to the agent's view. Newspapers are used to the exclusion of about all other media. The question whether the morning or evening papers are most productive is answered by the statement that both are useful, though an officer of the company states that if it were able to advertise in only one paper he would use the *Baltimore News*, as he believes that the paper covers Baltimore better than any other. The company believes in making its advertising attractive, and holds the view that any literary or type device which will attract attention is likely to produce good results. In an interview an official of the company says: "The heading or catch word of our ads are always such as to attract the reader's interest. Thus if instead of using the words 'Title Insurance' as an advertisement heading we should utilize 'She Lost Her Home' it would interest a far greater crowd, many of whom would otherwise not be attracted."

Using the leading publication in a place economizes effort and expenditure.

THE *Billboard* of Cincinnati calls the *Fourth Estate* a "despicable little sheet." But it isn't little.

"THE great trouble with a large number of mail order advertisements," writes a correspondent of PRINTERS' INK, "is that they are printed in too small a type. My eyes have never been troubled with any defect of vision, but I find myself seriously embarrassed in reading much of the matter intended for my view. Take, for instance the advertisements on page 42 of the current issue of the *Ladies' Home Journal* and tell me how many of them a normally constituted eyesight may absorb without becoming seriously tired. This multum in parvo idea is apparently being carried to an extreme. Don't you think so?"

SINCE the appointment of Mr. F. James Gibson to the position of advertising manager to the New York *Evening Telegram* that paper has made a practice of publishing circulation statements for distribution among advertisers and furnished advertising agencies and newspaper directories with accurate information concerning its output by the month and year. The beneficial result to the *Evening Telegram* of taking the public into its confidence and telling the facts about its issue has been gratifying and even surprising. The actual benefit is illustrated by a circular recently issued from which the following is an extract:

NEW YORK, Nov. 1, 1900.—Owing to the strong and growing pressure on its advertising columns, it has been decided to increase the advertising rates of the *Evening Telegram* on certain classifications. The new rate card will go into effect January 1, 1901. No extra charge for cuts or display type.

The concluding paragraph is not without interest. Mr. Gibson is an up-to-date man and very well realizes that cuts and display are not difficult to manage, are appreciated by advertisers and that to encourage them facilitates business and increases the net income of the paper.

IN addition to running a business which supplies the newspapers of this country with reading matter service, the Publishers' Press Association and the Scripps-McRae Press Association have what is called an advertising department under the management of Messrs. Lundy, Razel & Cox, located at 150 Nassau street, New York City. As PRINTERS' INK understands it, this advertising department will take upon itself to represent in an advertising capacity any paper which is a member of either of the above associations and present their merits to the general advertisers of the country. It would seem as though Messrs. Lundy, Razel & Cox, with such an influence behind them, would, in a short time, be the special agents of the largest list of papers represented by any agency.

ALMOST every business has dormant advertising possibilities. This platitude is admirably illustrated by the tower which Montgomery Ward & Co., of Chicago, have recently added to their building. Selling exclusively to the country trade and doing the bulk of their business by mail, they make special efforts to amuse patrons who come to their store during visits to town. Every one knows that country people love to view the city from high buildings. Sky-scrapers are a potent attraction with them for the reason that they furnish a novel viewpoint and are unknown at home. Montgomery Ward & Co. have cleverly taken advantage of this character trait. The new tower, which is dazlingly gilded and featured as the tallest structure in Chicago, has, through good advertising, been made known from coast to coast as one of the wonders of Chicago—a thing well worth coming to see. The firm also keeps an automobile in constant service and any person buying a bill of goods for outside shipment is—if willing—bundled into the new wonder, shown about the business center and sent home loaded with city honors and good words for the great mail order house.

READERS of the Little Schoolmaster who find the "Store Management" department particularly interesting and valuable to them are requested to so inform PRINTERS' INK, as its elimination is now under consideration. State your views and your reasons.

ONE of PRINTERS' INK's readers desires to purchase 100,000 acres in a Southern State of virgin timber land, for which he offers one dollar an acre cash immediately on purchase. He thinks it would be an interesting thing for the Little Schoolmaster's pupils to suggest where he should advertise his desire; and PRINTERS' INK agreeing with this view, asks for suggestions.

AN ADVERTISED ARTICLE.

PETERSBURG, Va., Oct. 25, 1900.
Editor of PRINTERS' INK:

As the world, according to your statement on page 19 of Oct. 24th issue, needs a word meaning "an advertised article," please permit me to suggest the word "Publicized" or to "Publicize." No charge for the information.

Very truly yours,
L. W. SPOONER.

What is wanted is not a verb but a noun, one that means "an advertised article." Additional suggestions are in place—the one printed above does not fill the bill.—[EDITOR PRINTERS' INK.

BOOKS ON MAIL ORDERS.

Office of
JOHN CRAVEN-BURLEIGH,
LONDON, W. C., October 18, 1900.
Editor of PRINTERS' INK:

Being a reader of your valuable journal frequently and knowing you to be an authoritative source of information on advertising topics, I write to ask you if you can inform me of any books published in America which tell about letter-order trading, that is, rules and suggestions for doing business by post. Faithfully yours,

JOHN CRAVEN-BURLEIGH.

The best book on the subject is "Secrets of the Mail Order Trade" published by the Sawyer Publishing Co., of Waterville, Me., at one dollar a copy. The Goldleaf Book Co., of Chicago, Ill., also publishes a book called "The Mail Order Trade," the price of which in the "States" is \$1.10 apiece.—[EDITOR PRINTERS' INK.

FILTHY ADVERTISEMENTS.

Under the foregoing title the *Northwestern Lancet* (St. Paul) of Oct. 15th prints the following sentences:

Sam Weller, Senior, might have added to his aphorism "beware of vilders," beware of filthy lucre. When any person takes up one of the leading newspapers of the State, in whose reading space nothing occurs that does not breathe of the highest morality and then turns to the advertisements and finds a picture of a suspensory bandage, regret creeps into the mind that while the business manager was about it, he did not allow the said suspensory bandage to fully denote pictorially its uses and fill it with the male genital organs complete. It were better thus. The beastly suggestiveness is worse than the reality. It is a very sad circumstance that a leading daily paper should have to lower its columns so basely as to include filthy advertising matter, but when it comes to illustrating the same with suspensory bandages, etc., what hope has the public of keeping the minds of their children pure and chaste? These same papers decry the reading of works like Sapho and those of equally suggestive dirtiness, and yet admit advertisements that are morally and artistically atrocious. We can keep filthy works out of our houses, but we cannot keep out the daily papers. What a nice question for a daughter of the business manager to put to her parent: "What is a suspensory bandage and what are its uses?"

Why the announcement of a suspensory should appear filthy will not be clear to any normally constituted mind. The article in question has its uses and these may be stated in a manner not at all offensive, or may even be omitted, since the majority of men understand them without being told. And as to the young lady asking her papa a question regarding them, that inquiry may be turned aside with the same skill and ingenuity all papas and mammas have acquired for use on those occasions when their little ones ask them to explain where babies come from!

MR. T. F. KENNEDY, of the Geo. P. Rowell Advertising Agency, asserts that the *Times* is the squarest paper in New York City to do business with. "If you go in you pay the same rate for advertising that everybody else pays and you get no favors that are not open to everybody."

A PECULIAR AD.

ARE YOU IN NEED OF A GOOD GARDENER?

We can always recommend one and glad to do it. Yours truly, *AMERICAN GARDENING*, 135 Liberty Street, New York.

The advertisement reproduced above, having been inserted in several of the leading magazines, and having a peculiar look about it, *PRINTERS' INK* sent a representative to inquire the reasons for its appearance. Mr. Leonard Barron, editor of *American Gardening*, replied as follows:

Our paper does not consider itself a bureau of employment. We advertise this for the purpose of interesting people who are sufficiently wealthy to own large estates, thereby implying the employment of a gardener. In this way the publisher reaches the class of people to whom he wishes to appeal most directly, and attracts their attention indirectly to our publication without a distinct parade of the purpose. The matter cuts this way: as *American Gardening* is read particularly by large garden owners, the journal incidentally becomes largely acquainted among the best gardeners of the country. It sees the work that is being done, it notes the requirements of each place, it is able to afford reliable information on each side, and thus fit the round peg to the round hole. In this way, it renders a service to both parties, and expects to pay itself by holding each as a subscriber. *American Gardening* has tried all the agricultural papers, the leading magazines and a number of dailies. The *New York Evening Post* and *Evening Sun* have paid well. Our experience in offering free sample copies has not resulted in bringing in many subscriptions. When, however, we had advertised that we would mail ten sample copies for ten cents, the returns have been more satisfactory. Among the magazines tried, *McClure's* has given better results than *Scribner's*, *Harper's* and the *Century*. The *Outlook*, which had proven satisfactory at first, has fallen off recently. The *Independent* too has brought good returns from among professional men.

THE litter box proposition recently referred to in these columns is in a fair way to be accepted by the city of Buffalo. Much opposition, however, has arisen and one of the councilmen in discussing it pointed out that there was nothing to protect a business man from having the advertisement of his rival placed on a box in front of his store. The *Buffalo Express* thinks this a wonderfully good argument and perhaps it is—for Buffalo.

THE FIFTH SUGAR BOWL.

A reader of *PRINTERS' INK* has suggested that the *Argonaut* of San Francisco should be enlisted among the weeklies having a chance to win the Fifth Sugar Bowl, offered to that weekly paper which, all things considered, is believed to give an advertiser a better service in proportion to the price charged, than may be obtained for equal money from any other weekly in the United States.

The trouble with enlisting the *Argonaut* is that the amount of its circulation is one of the things of which no one outside of its own establishment has any knowledge. Even the editor of the *American Newspaper Directory* is modest enough to say only "exceeding 7,500." If one takes that estimate as being correct, and then puts against it the *Argonaut's* lowest charge for space, it appears that the advertiser must pay almost one and three-fourth cents a line for each thousand copies. When some of the excellent contestants for the Fifth Sugar Bowl are offering space for two-fifths of a cent a line, how much chance has the *Argonaut*, even though it be one of our best weeklies?

In the *New York Sunday Journal* of October 21st the World Manufacturing Company, of Cincinnati, occupied a whole page in illustrating and talking about the vapor bath cabinet which it sells at five dollars apiece. It was really a convincing article and the pictures of several Oriental ladies with a scarcity of attirement, in their hot air bath, of the Occidental piece of femininity proceeding to engorge herself in a Quaker Thermal Bath Cabinet, as well as of the lady with nothing but her face exposed to view, enjoying her bath in her cabinet at three cents each time, were all interesting even if the ladies themselves were not as delicately beautiful as their copious amount of hot air bathing and paucity of lingerie should have made them. To know how many cabinets an advertisement like this sells would make a valuable advertising fact.

ON NEWSPAPER CIRCULATION.

Merchants are very trusting personages in the matter of circulations. They rarely ask to have claims substantiated. The merchant is not so trusting in other matters. He would not think of buying groceries where there were no scales. If he should ask for ten pounds of sugar he would not be satisfied if the grocer were to take some sugar in a scoop, turn it into a bag and pass it over the counter with the statement that "there is ten full pounds of sugar." Neither would the merchant in buying meats accept a piece of meat cut off, wrapped and passed over to him as so many pounds unless he thought it had been weighed. He would expect sixteen ounces to the pound. He would pay at that rate for each pound or fraction of a pound. When a case of goods comes in to the merchant's store and is opened the contents are checked and if not found correct a complaint is entered. The full count will have to be made up or the bill discounted. The merchant owes it to himself to apply the same method to papers in which he buys advertising space and pays for it on the basis of circulation, for circulation largely determines the cost of advertising. If the merchant when making an advertising contract, insisted that a clause should be inserted stating the circulation of the medium, and guaranteeing that satisfactory proof would be furnished by the paper that the stated number of copies were actually printed at each issue in which the merchant's advertisement appeared, or no money would be collected, the advertiser would, undoubtedly, be surprised to find what a vast difference there is between the claimed circulation and the exact number printed.

Yet, should the merchant order 10,000 handbills of his printer, he would expect to get that number, and would satisfy himself that he had received full count before paying for them. The merchant would not pay for 10,000 if he had received but 1,000 or 2,000. He

would simply pay for the number received. Why should he not apply the same method in his payment for newspaper or programme advertising? Why should he not know what he is paying for and demand full count? Simply because it has not been the custom, and it seems to be a huge task to find out how many copies a newspaper actually prints. In some cases it would, undoubtedly, be a huge task, but if the advertising patronage was withheld and the burden of furnishing satisfactory proof put upon the publisher, the task would be an easy one.

Satisfactory proof would consist in the showing of certified white paper bills; of postoffice receipts for papers mailed, or bills of weight from railroads, where bundles of papers are sent by rail; of free access to subscription books and cash books showing amounts received from street or news-stand sales. In this way the actual circulation of any newspaper can be very nearly ascertained. Claims regarding circulation would not be allowed; actual figures, ten hundred complete papers to the thousand, would be demanded.—*Manchester (N. H.) Union.*

STEREOTYPED ADVERTISING PHRASES.



BUST POSITIVELY DEVELOPED.

ARTISTIC DAINTINESS.

The Æolian Company, of New York City, sends out about four pounds of as handsome a booklet as has ever been made. It consists first of a large box an inch deep, and about 15 by 13 inches. In this box there is a cover wrapper of rich brown stock, upon which has been printed in gold "Pipe Organs." Unfolding this wrapper one finds a magnificent book, bound in white with gold lettering, and a large number of separate detached sheets. All of these sheets are printed with lavishness in regard to white space, careful typesetting and heavy rich paper. Each page of this is an object lesson to the printer in such things as balance, whitening out and effective arrangement, all secured by such materials as plain rules and one face of Roman type in different sizes. This is one of the handsomest and most impressive pieces of advertising that has ever been sent out. It must have cost a great deal of money. It probably has not been circulated widely. It is sent to people who could become customers for the Æolian Pipe Organ if they would. As the price of these organs hovers around in the neighborhood of ten thousand dollars, this advertising represents a small amount of money to spend in the hope of getting an order. It would not take many orders at ten thousand dollars each, to pay the cost of printing this exhibit. The most noticeable thing about this work is the apparent simplicity of the printing, which comes from leaving out the right things. This simplicity is harder to obtain than almost any other result. It never fails to be effective, and it is just the kind of work to appeal to people of unusual good taste, which, although a small and limited class, includes most people who could and would appreciate the Æolian Company's instruments. With this package comes a smaller book, an inch thick, 6½ by 7½ inches. This book is entitled "Appreciation." It is bound in boards with a gray cover and the printing of the design and lettering is in red and black. Inside the book is printed upon antique, deckled-edged paper. A rubricated effect is given by the heavily ornamented initials and finals. Illustrations are upon plate paper tipped in. The typography is of the same simple and effective style as all the Æolian printing. In fact, the Æolian people have come to have a style all their own in printing, which is reflected from all their printed matter, magazine and newspaper ads. The imprint of Fleming & Carnrick, of New York City, is upon this matter, and it is an open question as to just how much of the credit is due to them and how much is due to their customers, the Æolian Company.—*Current Advertising*.

WORTH MENTION.

It is worth passing mention that some of the most successful advertisers in the world had their first start under the same conditions nine tenths of the country merchants work under.—*Trade Register*.

CLEVELAND'S BAKING POWDER.

Here is a story which shows the value of advertising and teaches also that personal fame is, after all, questionable and comparative. Overlooking the Hudson, the next house to ex-Senator Hill's Wolfert's Roost, is the summer residence of Mr. Cleveland, whose fortune is based upon the lucky combination of certain chemicals which resulted in the production of an article of great use in the kitchen. By much advertising the Cleveland name became a household word. Another New Yorker of the name of Cleveland attained some celebrity by becoming President a brace of times. It was between his two terms that he took a hunting and fishing trip into the Adirondacks. Men in the woods become fond of their guides, and the ex-President, after two weeks of fine sport, had a special liking for his. He took the tall woodsman warmly by the hand when his vacation was over and his outfit packed for his return. "Bill," he said, "I've had the fun of my life this trip, and I'm gratified to you. The money I've paid you don't settle the obligation. If there's anything I can do for you, Bill, let me know it right now."

The ex-President meant what he said. "Well," replied the mountaineer, "I'd never ast ye ef ye hadn't offered, but seein' as ye've offered I don't know why I sh'd be bothered. Ye see I'm gittin' mighty tired of these yellor seleratus biscuit. Mr. Cleveland, an' ef ye would sen' me some of your bakin' powder I'd remember it to my dyin' day."—*New York Journal*.

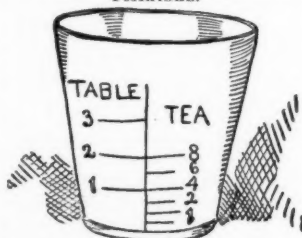
SHIP ALBUMS.

In the saloons of about all trans-Atlantic and coast-wise steamships are photograph albums containing pictures of the several ships of the line, popular actresses, etc., sandwiched between advertisements of various American concerns. Advertisers claim that they present a valuable form of publicity.—*Profitable Advertising*.

LIKE A CIGAR.

An advertisement—like a cigar—should be so good that the first whiff or impression will cause a man to finish it.—*Flushing (L. I.) Journal*.

STEREOTYPED ADVERTISING PHRASES.



ENDORSED BY LEADING PHYSICIANS.

DRUGGISTS.

Mr. M. P. Gould, of New Haven and New York, who makes a specialty of repairing advertising matter for retail druggists, gives them the following advice:

Booklets are the least expensive form of advertising where a limited territory is to be covered. In the larger cities, many druggists are so situated that they could not draw trade from the whole city even if they should use pages of advertising in the newspapers. Their trade must come from their immediate locality. To cover the whole city with newspapers in order to reach their own limited territory, would be a useless waste. With booklets there is no such waste. You distribute them to the very people who buy drug store goods in your locality, and would buy of you if you would go after them with the right kind of booklets. Not one booklet alone, but one booklet after another, systematically. If it is a question of booklets, or newspapers, take the booklets. Booklets to back up the newspapers, and vice versa, bring the best returns. But if you choose between booklets and newspapers, booklets will pay you best. That has been our experience over and over again, especially with druggists located away from the center of town. There is not a druggist anywhere, downtown, untown, or in the suburbs, little or big, in large cities or small, who cannot use booklet advertising to advantage. It all depends upon the booklets—the adaptation of means to ends.

DO NOT READ DAILY PAPERS.

"Remember that over half of the people in the United States never see a daily newspaper. These people eat, drink and buy clothes, and they have more time to answer ads sooner than their city cousins." Thus asserts a Chicago mail-order advertising man.—*Our Silent Partner.*

LOOKING FOR BUSINESS.

Otto Barton, Wilkins, Ohio, writes: "I have sufficient money to patent a meritorious invention."

The Berlin Co., Box 674, Birmingham, Ala., wants to communicate with parties who have patents for novelties, which can be sold through agents and canvassers, as they handle a great many canvassers.

C. C. Alden, Phoenix, N. Y., is in the market to purchase or make on a royalty some good saleable patent article from 75 cents to \$2.50 price, or would make same on contract.

Armstrong Manufacturing Company, 137 S. Barry Street, Olean, N. Y., is in the market for mail-order novelties patented or unpatented at prices from ten cents to fifty cents.

T. A. Morrison & Co., 204 St. James Street, Montreal, Canada, desire to buy or promote a practical and meritorious invention.

The Southern Business Agency, of Morristown, Tenn., wants to buy some first-class patents.

E. B. Higgins, 127 Dodd Street, Orange, N. J., is looking for some small article to manufacture and put on the market, a specialty, a small tool, a novelty, something with merit, to retail from five cents to 75 cents each, preferably for hardware trade, but not neces arily.—*Our Silent Partner.*


MORE CLEVER THAN EVER.

A small fruiterer in Paris recently advertised in the papers that he would give a prize of 5f. for the largest apple that was sent him. In less than a fortnight he received fifteen sacks of apples, and gladly paid 5f. for the largest in the lot—keeping, of course, the unsuccessful specimens, for sale. This ingenious method of obtaining a stock-in-trade gratis appears to admit of extended application, but will, it is to be hoped, never attain the fixity of an economic principle.—*London Daily Chronicle.*

A SURE CURE FOR DULL BUSINESS.

R Fluid extract of Printers ink 3 III
T ruth about your goods 3 III
N ew Ideas advertisements 3 III
M ix

Dose.
 One pill every month.



C. H. Phelps Adv. Mgr.

268 Canal St. N.Y.

RATHER AN IDEA.



PERSONAL: The stout lady who stood on gentleman's patent leather shoe from 9th to 40th Street, will be pleased to learn that it was uninjured, being made by

ROGERS, PEET & CO.

of 258, 569 and 1260 Broadway.



PERSONAL: Arthur. Go at once to **ROGERS, PEET & CO.** to be fitted out and all will be forgiven.

Angelina

258, 569 and 1260 Broadway.



PERSONAL: Gentleman's fancy waistcoat that lost its heart on the car last Wednesday may find the same in lady's pink shirt waist.

Address care

Fancy Waistcoat Sellers

ROGERS, PEET & CO.

258, 569 and 1260 Broadway.



PERSONAL: The young gentleman in the well-worn summer suit, who failed to attract the notice of the lady opposite, will do well to visit the clothing department of

ROGERS, PEET & CO.

258, 569 & 1260 Broadway.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$96 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE DAY alone of New London papers covers closely the surrounding towns. Reaches 40 to 50 agents daily.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

MAINE.

WE never have any trouble getting a rating in Rowell's exactly as we send it—doesn't cost us a cent. Our circulation is worth exploiting too. And we treat advertisers alike—one flat rate to all. Are you with us? COURIER-GAZETTE, Rockland, Me.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/2-page \$25, 1/4-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,375 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WANTED.—Case of bad health that R-I-P-A-N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

I Complete the Whole Job.

I will write your booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to me, and I have yet to hear of one who was not thoroughly pleased. Or I will do any part of the work here mentioned. Write me about what you have in mind.

WM. JOHNSTON,
PRINTERS' INK PRESS,
10 Spruce St., New York.

Montgomery, Ala., 40,000

(CITY AND SUBURBS.)

The Journal

Only
Afternoon
Paper

The readers of
**THE
 CHRISTIAN WITNESS**
 BOSTON.

Buy the paper for the information it contains. They read its columns and believe its contents. They are believers—not don't knows. And they read the advertisements. And have faith in their fellow men. This is why the paper pays advertisers.

The Northwest is A Great Country.

The Northwest
 MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory The Northwest Magazine has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,
 McIntire Block, Win. Bldg., Manitoba.
 CHICAGO, 638 Fine Arts Building.

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date appeared September 1st. This is the third quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

Under date of Oct. 26, 1900, Augustine & Co., the large Nurserymen of Normal, Ill., wrote the editor of GARDEN AND FARM that "results are more than satisfactory, and what is more surprising, we get from every nook and corner in the United States inquiries, and quite a number from Canada."

GARDEN AND FARM
 CHICAGO.

Proven Minimum Circulation, - - - - - 60,000.

Is the largest circulated agricultural paper published in Chicago.

Is the only paper advocating intensive agriculture.

Is strong in gardening, horticultural, floricultural and poultry features.

Is a paper with push that pulls.

Inquire about it and put it on your fall and winter mail order and agricultural lists.

THE AMERICAN FARMER CO., Publishers,

1113-1114 Manhattan Building,

Chicago, Illinois.

**\$1.50
per
Agate
Line.**



**\$1.50
per
Agate
Line.**

The circulation of **POPULAR FASHIONS** is rapidly increasing. While **500,000** circulation is guaranteed and proven to all advertisers, the actual circulation largely exceeds the number guaranteed. November circulation will reach **600,000** copies.

November Forms Close October 17th.

No mail order advertiser who has a sound judgment of his business interests will permit his advertisement to escape a single issue of **POPULAR FASHIONS**.

POPULAR FASHIONS COMPANY, 79 Fourth Ave., New York City.

A. J. WELLS, Special Representative, 23 Park Row, New York.

What an enemy says of The Joliet News

"I never liked **THE NEWS** very well," said one of the aldermen, "but I must say that it is enterprising and that it is always pushing for Joliet's interests. The merchants stick to it because they know it is always looking after their advantage and I should think its getting the Lemont people to take **THE NEWS** would be worth a great deal to the Joliet merchants."

The occasion was the opening of a new field by street car to Lemont, a town of 6,000 population, 12 miles from Joliet.

JUST TO SHOW YOU

An excerpt from a letter of the Globe-Wernicke Company:

"All of our advertisements are keyed and on the first of the year we made a schedule showing the replies received from some twenty leading publications which we used during the year 1899. We reduced this statement to the average cost per reply from the various publications with the following results: Of the twenty publications the **SELF CULTURE MAGAZINE** ranked third from the lowest in cost per reply. The average cost per reply from the entire twenty mediums was 50 per cent higher than your publication. As to the character of replies (an important consideration with us) those from the **MODERN CULTURE** will compare favorably with the best."

Prosperous people throughout the United States and Canada read the

Modern Culture

Because it is a high-class literary monthly that addresses itself particularly to those persons having regard for education, refinement and character.

CIRCULATION—Largest of any literary monthly published west of New York.

Be included in the list of contented advertisers now using its pages. There are lots of them.

For quality and quantity no publication has such a low rate.

If you are interested write us.

MODERN CULTURE,

111 Fifth Ave., New York.

Caxton Building, Cleveland, O.

IN HARRISBURG, PA.

Everybody reads **THE PATRIOT**, the only morning newspaper.

IN HARRISBURG, PA.

All the best advertisers, both local and foreign, use **THE PATRIOT**, the best advertising medium.

EASTERN REPRESENTATIVE: { **38 PARK ROW,**
NEW YORK CITY.

The Evening Journal

OF JERSEY CITY, N. J.

Goes into over 13,000 families in Jersey City, and is a guest in over 80 per cent of the English-speaking households in the city.

Average daily circulation in
1899,

14,486

Average daily circulation for three
months ending March 31, 1900,

15,140

One of the Great Papers in One of the Greatest States.

The Dayton Daily News

of Dayton, Ohio.

**EVERY ISSUE IS 8, 12
OR 16 PAGES FOR ONE CENT.**

**A Fearless, Aggressive, Metropolitan
Paper for the People.**

**Sworn Statement of Circulation
for September, Average**

16,332

Only Evening Paper Receiving the Associated Press Dispatches.

Advertising contracts made contingent upon the proposition that the **DAILY NEWS** has more circulation than all the other daily papers in Dayton combined.

Youngstown, Ohio, Vindicator

DAILY: 10,000 SUNDAY: 10,000 WEEKLY: 9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates address

H. D. LaCOSTE, Thirty-Eight Park Row, New York
SPECIAL NEWSPAPER REPRESENTATIVE.

RURAL LIFE

Issued monthly, a magazine for the farmer and his family (successor to THE WESTERN PLOWMAN), the only magazine of its kind published, will make its appearance June 1, 1900. Every department will be edited by a specialist, and there will be something of interest for everybody to read. RURAL LIFE will carry out all advertising contracts for THE WESTERN PLOWMAN, and has absorbed the thirty-six thousand subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of RURAL LIFE.

SEND FOR
ADVERTISING RATES.

225 DEARBORN ST., } CHICAGO.
25 QUINCY ST., }

THE BAPTIST ::: COMMONWEALTH

//////////
A Modern, Up-to-date, Religious Journal.
//////////

Now in its Eleventh Volume. It has absorbed several of its most worthy competitors, until it stands at the head in its field. It is progressive, aggressive, well edited, and just the sort of a paper that appeals to home and family. ❀ ❀

ITS TERRITORY.

Pennsylvania,	110,000	Baptists.
Connecticut,	26,000	"
New Jersey,	55,000	"
Maryland,	16,000	"
Delaware,	2,100	"

NOTE.

Philadelphia has 38,000 Baptists
and 100 Baptist Churches.

For advertising rates, sample copies, etc., address

THE BAPTIST COMMONWEALTH,
1420 CHESTNUT STREET, PHILADELPHIA.

The middle man ever takes his pound of flesh. Direct dealings are always most desirable and most profitable.

THE PRACTICAL FARMER

week after week carries announcements and price quotations to the tiller of the soil, who is the best American buyer. This buyer may live in Maine, in Texas or in California. He clasps hands with the advertiser to the advantage of each.

"We used, last spring, twenty-eight papers for advertising Cahoon seed sower, covering a period of about two months. We, of course, expect we derived considerable benefit for the advertising outside of the direct results, but the average cost of each inquiry was \$1.10, varying from 32 cts. to \$13.26, the average cost of inquiries resulting from the advertisement in your paper being the smallest."

GOODELL COMPANY, Antrim, N. H.

Sworn statement of circulation for one year shows an average of 38,129 copies printed per week.

Only one rate. If interested, write.

THE FARMER COMPANY
PHILADELPHIA.

The farmers' purchasing power in 1901 will be larger than ever before.



Get at the Money Spenders.

Sporting people are recognized as liberal money spenders, either for necessities or luxuries. If you have anything that appeals to that class of people, advertise in

SPORTING LIFE

ESTABLISHED 18 YEARS.

The recognized authority on matters pertaining to Base Ball, Trap Shooting, Billiards and kindred sports.

It has the largest paid circulation of any legitimate sporting paper published.

Its pages are filled with valuable data matter and the numbers filed away for future reference.

Published weekly. One year, \$2.00; single copies, 5 cents. On sale everywhere by news-dealers—from Canada to the Gulf and from Maine to California. Sample copy for the asking.

Advertising Rate, 15c. a line.

NO TIME OR SPACE DISCOUNTS.

Publication Day is Saturday. Advertising forms close on Wednesday preceding.

Send your orders through any reliable advertising agency, or direct to

**The Sporting Life Publishing Co.,
34 SOUTH THIRD ST., PHILADELPHIA.**



BRIEFKAART

U.S.A.

AAN

Mr Perry Lukens Jr.
Tribune Bldg.,
New York.



Zwolle (Holland) Oct I 1900.

Mr Perry Lukens.
New York.

Dear Sir:-

Will you kindly send me by return of post a copy of your recommed paper the "Indianapolis Press".

What is the subscription price?

I am Very respectfully,

H. Banning

PRINTERS' INK has a very respectable list of subscribers in foreign lands and they are as a rule the bright folks of their towns. It is impossible to estimate the amount of good which will come to a house able to extend its business among this class of people by advertising in PRINTERS' INK.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Some one has asked me what I think of booklets or pamphlets as a means of publicity for a retail store. To this question I can only answer that it depends a great deal upon the booklet. There are certain lines of goods which can be written up in a very catchy way and printed in a small book or pamphlet form which will undoubtedly do a great deal of good towards familiarizing the people with those particular articles. Those goods, usually, however, must be special. Of course, I am not now speaking about general catalogues or mail order books, but to booklets which are more profitably used in distributing in the store. These books, if they take up some one particular line of goods, in which there are peculiar features to be brought out and illustrated, may be used to great advantage, as it is about the only way that the merits and the peculiarities of the articles may be dwelt upon at sufficient length to convince or interest the reader.

Having selected the proper goods to be advertised by booklets, the next question is to get the right kind of a booklet. I have seen some which I believe are good paying investments, and which are certainly the right thing in the right place, but a really good descriptive pamphlet is the hardest thing that can possibly be written in the advertising line. It must not only contain

convincing argument and clear explanation, but must also be gotten up in some catchy manner that will appeal to the first glance of the reader, so that he will continue his investigations and read the book through. There are, in my estimation, perhaps a dozen men in the United States who can write a profitable book of this description. They usually charge a big round price for doing it, but it is much better to get a book of this character and pay well for something which has real merit than to have some local man, who has never made a specialty of this particular line, attempt to write such a book. Out of possibly a thousand pamphlets on various subjects, there are perhaps fifty or more that really pay for the printing and the time, trouble and expense of writing them. Those which are good enough to attract marked attention, and prove profitable investments, are very profitable indeed, but the majority of them are simply a waste of time and money.

In booklets, more particularly than in any other kind of advertising that we know anything about, it is necessary that the advertising should be well done. A poor booklet is one of the poorest things that can be produced.

* * *

Every business man should be on the watch for the neglected departments in his store. Those departments which are doing well, of course, should be watched also, but it is money in the dry goods man's pocket to take particular interest in finding out the departments which are running behind, or which need stirring up, and going at them with vim. You can

afford to let the good departments which are pushing themselves do without your service for a short time, in order that you may give particular attention to the departments that are lacking vigor.

* * *

Do not let any competitor get ahead of you in the matter of merchandise and styles, provided they are at all useful or likely to sell well. Let your store be the first in the town to have the new season's goods on display; be just a day or two ahead of your competitor in displaying early spring goods or early fall goods. It will not hurt you to carry a small quantity of early goods a little while before you need them, but it will be a big advertisement for people to know that you are first in the field with everything.

Don't wait until your competitors have tried all the new styles, or the new fashions that may come out, before you take hold of them. If there is any merit in novelties, be one of the first to handle them; then you get the profit and the reputation which is due to an enterprising merchant. If you wait until all the other stores have tried the goods and found them to be a success, then very likely their usefulness is worn out, and you will be the one who has to hold the stock when the goods go out of style and something else which is new takes their place. Thus, you will always be behind your competitors, when it is much more profitable to be in the lead.

* * *

A great many sales are lost and a great deal of dead stock is carried by stores which are in the habit of having places behind or under the counters in which to place goods. These goods are probably never overhauled, except at stock taking times and these drawers and hiding places are an excellent catch-basin for all sorts of goods, which are usually called "stickers," and which ought to be out on the counters where they can be pushed more than ordinarily.

Do not have any place in your store where goods can be stuck

away out of sight. If you have plenty of room, it is better to have all the goods above the counters, on the shelving. Have no shelves below, so that there will be no opportunity to put things away out of sight. A great many stores, however, cannot do this, as they are crowded for room, and it is, therefore, necessary that a part of the goods should be kept below the counter board.

If this is necessary, see that every piece of goods not in easy access is looked over and examined and brought out to the light at least once a week. If the goods are kept out where they can be seen at all times, they are very much more apt to sell than if hidden away. The salesmen are usually very careless about goods which are not easy to reach, and they very seldom take the pains to look into any of these old drawers, or under the shelves to find the goods to sell.

If customers come in and call for some particular thing which they know to be in such-and-such a place, they usually go and get it but if it is in some place where there is any doubt about finding it, they either say they haven't got it, or they don't take the pains to look for it where they should, and try to substitute something else, which possibly the customer does not want.

If you have goods that cannot be carried on the shelves, arrange bins on the counter, or on a center-table in the middle of the aisle, and place them there in full view of the customers. Do not let anything be hidden from sight.

* * *

Window dressing is a subject which should be given just as careful attention as any other branch of the dry goods business. It is the best advertising medium that a dry goods merchant can have, providing that his store is so situated that numbers of people pass by every day. This is usually the case with dry goods stores, as they generally occupy business houses on the main thoroughfares of the town.

The dry goods stores nowa-

days usually carry quite a number of different lines of goods, and each year seems to tend more and more towards a consolidation of numerous stocks under one head.

If the dry goods store has a large number of windows and is situated on a corner, or some place where it has all the advantage for displaying a number of kinds of goods at the same time, it is much better for the store than where there are only a few windows.

Some stores make a miserable mistake in not giving many of their stocks a just representation in the show windows. This is possibly on account of the limited space which they have, but I think it would be well to give each stock its turn. It will be of just as much advantage to the house in general to occasionally have an underwear window, and again a corset window, and again a hosiery window, as it would be for the house to keep dress goods in the window all the time. Dress goods may be the principal stock, and may have a larger share of the window displays than any other stock; still, it will be to the advantage of the individual stocks to give them each a fair show, one after the other, and at the same time, this will not be a disadvantage to the house or a disadvantage to the dress goods.

Just as nice looking and attractive windows can be made out of small articles, or out of any stock in a dry goods house as can be made out of dress goods, and in many cases, the small articles will have the greatest trade-drawing power, because the price on the goods will be smaller in figures, and consequently, look cheaper in many cases than dress goods prices, which are sometimes quite large. I, therefore, think it is well for a house to allow each stock to be represented in turn, giving no one unfair preference over the other.

* * *

One of the greatest sources of loss that a dry goods store can suffer from is the accumulation of old stock which through age has become unsalable, or at least has

lost a portion of its value. There are some goods, of course, which are staple almost all the year around, and will be staple next season as much as they are now, but the majority of goods will lose something of their value by being here next year, and even the most staple goods lose something from age—if not one way, then in some other.

New goods generally command a better price and are certainly easier to sell than goods which have been in stock for any length of time. Would it not be well to mark your stock in some way, so you would know just when it was received and be sure that your clearance sales would enable you to get rid of the old goods first? This could easily be done by placing some kind of a secret figure or letter upon each bolt or piece of goods as it is received. Say, for instance, goods received in January, 1900, might be marked "A" and February, 1900, "B" and so on each month until the entire alphabet is exhausted. Certainly, long before the last letter in the alphabet are reached every piece of goods in the house ought to have turned itself into money.

It is well, if possible, never to allow a piece of goods to remain in the house through two inventories. If the goods are purchased in 1900, and you make an inventory in July and find them in the house, be sure you make a price on them, or use such extraordinary efforts as will sell them out before the next inventory comes. This rule of keeping goods as short a time as possible will work to your advantage greatly in keeping your stock clean.

One inventory ought to be enough for any kind of goods, particularly of goods which are apt to depreciate in value on account of change in style or change of seasons.

A store that watches these points carefully can very often avoid serious losses. Mark your goods so that you may know when they came in; that will help to prevent them from staying too long. As soon as you find that

they are getting old, it is time to run them off at some price.

Be kind to your employees. Kindness wins on every occasion. It is only natural that any clerk will be more likely to take pride in his work and use every effort to please his employer when he finds that he appreciates his services and is considerate of his interests.

Display as many goods as possible. The more goods you display the more you will sell. Not only make your display on the counter, but overhead, on the shelving in some proper way, either directly on the shelving or on suspended rods. The more attractive you make your displays, the more you will interest people to buy your goods. Always keep your displays in good trim. See that they are dusted many times a day; and any goods which are taken down to be sold have their places taken by new goods.

Put plenty of price tickets upon your displays, so that persons passing along the aisle can readily see what the goods are sold for. A display of goods itself without price may be good on some occasions when you are simply decorating the store, but the price on the goods generally clinches the argument in its favor.

* * *

Do not run down competitors. They may deserve it ever so much, but you will find it to your advantage to say as little as possible about your competitor.

People usually misjudge what you say about them. They will either think you are running them down because they are getting the best of you or that you are afraid to say anything good about them for fear they will get some of your trade.

* * *

Be sociable in your store. Be very respectful to everybody, rich and poor alike. As far as possible take an interest in those who are buying. If at any time you become acquainted with them, show yourself eager and anxious at all times to be of service to your customers. Let them feel that

your store is the accommodating store, the home store, where everything is made as pleasant as possible for buyers.

* * *

In marking goods, mark them on tickets and not on the goods themselves. It is very difficult to mark the goods themselves so that the prices can be easily erased without hurting the goods.

Purchasers do not usually care for the price to remain on their goods after they have paid for them. Besides, you may wish to change or reduce the price yourself, and this still further defaces the goods if it is marked on them.

Use tickets which can be unfastened without hurting the goods. Tickets which are gummed and stuck on to the goods are not desirable. They do not hold any better than pin tickets, and usually, when torn off, leave a portion clinging to the goods, which does not either look well or make the goods any more attractive to the customer.

* * *

There are so many leaks in a dry goods business that it requires constant watching and constant investigation to keep them from being very disastrous ones. The little losses which are occasioned here and there seem to be, of themselves, of very little importance, but when taken in the aggregate they amount to a great many dollars during the year.

There is one department, for instance, in the larger stores in particular, where the dry goods merchant sometimes fails to be very watchful, and yet in which the little leaks of every day are constantly draining the stock. I mean the toilet and perfumery department.

Soaps are necessary to be used in every store, but in some stores I find that the amount of soap used, presumably, for the toilet-room, is not at all in proportion to the cleanliness of the employees. I have had personal experience in watching the way soap mysteriously disappears from the toilet department, and have known of

cases where the sales people in this stock would give away a great quantity of soap to individual clerks, possibly for the purpose of standing in with them in other matters.

Again, how little a thing it is if your perfumery saleslady helps herself to the cologne and gives all her fellow salespeople a share every day. This amounts to a very little thing once in a while, but when kept up day after day, all the year round, in a large store, it will, no doubt, exhaust many gallons of cologne, which costs a high price, for it is a fact that salespeople do not use the cheap colognes when they wish to be liberal with themselves and their friends. They invariably use the best quality, and this makes the practice that much more expensive.

The only way to stop such practice is to have a very strict rule that nobody in the house, no matter whom it may be, is allowed to use any portion of the toilet goods stock. If it is necessary to have soap for the toilet-room taken directly out of stock, have some one person whose duty it is to see that this soap is distributed each day and that it is not wasted.

It is only by paying strict attention to these little leaks and curtailing them in every way possible that any toilet goods department can hope to stop a serious drain in its profits.

* * *

Know your goods. As far as possible, you should be thoroughly acquainted with the wear and durability of the goods you handle; if you are not, test them yourself. The only practical test is by using them yourself. If there are any goods about which you have doubts, try them yourself. See how they wear. Also make inquiry of customers who have purchased them.

Find out all you can about the goods you are selling so that you may know how to recommend them to others, or how to get rid of them in case they are not giving satisfaction.

At some seasons of the year there are a great many firms which advertise, in large flaring headlines, that they are selling goods away below what they cost. Supposing that this is true in every particular—I hardly think that it is always a good plan for one to admit that he is compelled to or does sell for less than what he pays for goods. Would it not be a more telling point to have people suppose that it was simply your regular line of business to sell goods at a much lower price than other stores, and that it was your facilities for buying that enabled you to do this?

One idea in cutting prices on goods or in making special prices, is to give the public the idea of the reasonableness with which you can sell merchandise. It does not impart to them any particular knowledge of your ability to make close prices when you say that you are selling below cost. Any one can sell below cost who has a mind to do so, but it takes a great store, indeed, to be able to sell at these very low prices and still make money.

Might it not be that you would gain a greater reputation for yourself, if in all cases where you are compelled to, or do for any reason, sell at less than cost price, you would do so without admitting the facts in the case, but rather boasting of your ability to make these special values, when your competitors are not able to do so without losing money?

A firm sometimes overreaches itself in the endeavor to be constantly harping upon the fact that it loses money on any particular line of goods. In the first place, it is not a good reputation to gain that one is not making money, as it very often leads to the thought that the business is unsuccessful.

A merchant would gain a much better reputation by letting people know of the cheapness of his goods and let them say to themselves that "This is so much cheaper than I can get it elsewhere," and let them believe, if they will, that it is your regular business to make such prices on all kinds of goods.

It's The Kansas City Times Now

"No Breakfast Complete Without It."

The Leading DAILY and SUNDAY
newspaper of the West.

Enjoying a most marvelous and phenomenal growth
in circulation and influence.

Once an Advertiser in

The Kansas City Times

Means a Permanent Patron

All we ask is a fair test.
That's fair?

A. A. LESEUER,
Editor in Chief.

The S. C. Beckwith Special Agency

Sole Foreign Advertising Agents,

TRIBUNE BUILDING,
NEW YORK.

THE ROOKERY,
CHICAGO.

The Buffalo Review

IS THE ONLY NEWSPAPER IN BUFFALO

that has a double value to its readers. The general public wants it for its complete foreign and local news; the business public reads it for its exclusive features. The only newspaper publishing New York *Sun* telegraph news; the only newspaper publishing county transcripts and court calendars.

**COMPLETE, ENTERPRISING,
FEARLESS,**

Largest 2-cent circulation. Reaches the representative people of Western New York. Best medium for the general advertiser in Buffalo.

The Buffalo Review Co.
BUFFALO, N. Y.

E STERN AGENCY:
W. E. SCOTT,
150 Nassau Street, New York.

THE STATE

Columbia, S. C.

Daily—Sunday—Semi-Weekly.

The American Newspaper Directory accords THE STATE a larger circulation than any other South Carolina daily.


Published at Columbia, the Capital of the State and the center of the great cotton manufacturing industry of the South, THE STATE occupies a commanding position. Distributed over the eleven railway lines radiating from Columbia and reaching more than one hundred towns before noon every day in the year, it is "the morning paper" for three-fourths of the entire State.

With one matrix or one electro advertisers may cover the State, the whole State, with nothing but THE STATE. Address


THE STATE COMPANY, Publishers,
COLUMBIA, S. C.

Also publishers SOUTHERN CHRISTIAN ADVOCATE (Weekly), organ of 75,000 Methodist Church members in South Carolina.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.




No. SAMPLE.



GOOD FOR FIVE DOLLARS

AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.



GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.
 GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.
 GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE
 AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.
 BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

Wm. D. Dougan - 10 SPRUCE ST.,
 NEW YORK.

WHAT'S THE USE

of getting up expensive street car advertising and placing it where you do not reap full benefit?

WHAT'S THE USE

of placing that advertising in poorly-patronized cars, when it might be in the best? Say, for instance, the Brooklyn "L."

WHAT'S THE USE

of going blindly into the matter of street car advertising, when you might have the benefit of our experience?

WHAT'S THE USE

of waiting any longer before writing to us about it?

GEORGE KISSAM & CO.,

253 BROADWAY, NEW YORK.

Written by T. M. WATSON, New Brunswick, N. J.

SAY!



Do you want to do business, or do you want your business to do you? If you want to do business advertise, and advertise right; the right kind of advertising pays, the wrong kind is a dead loss. The question is, are you doing the right kind of advertising, and are you placing your ads where they will be seen? That is the main point. Our business is to place ads where they will be seen, not by a few, but by thousands. Write us for our plan, use it, and do business. Go on in the same old rut and your business will do you. For full information, write

GEO. KISSAM & CO.

253 BROADWAY, N. Y.

Written by A. G. Powell, Starke, Fla.

15 Branch Offices.

“A Peck of Common Sense is Worth a Bushel of Learning.”

The advertiser who uses common sense in selecting the mediums in which to advertise his products generally picks newspapers that give him *honest circulation* and can prove that he is getting full value for every cent expended. For this reason we want you to carefully consider the SCRIPPS-McRAE LEAGUE PAPERS when placing your business.

The Cincinnati Post, - - 133,288

Has more than double the circulation of any newspaper in Cincinnati.

The Cleveland Press, - - 93,096

Unquestionably the best advertising medium in that section of the country.

The St. Louis Chronicle, - 54,050

Gives the advertiser more circulation for the money than any medium in St. Louis.

The Covington Ky. Post, - 12,828

Covers the city and county more thoroughly than all other publications combined.

Much learning is unnecessary when you select these desirable mediums. Because every statement made regarding these newspapers can be relied upon. They give the advertiser everything desired in the way of circulation and rates. They reach the people who do the bulk of the buying. Affidavits of circulation furnished upon application.

F. J. CARLISLE, Manager Foreign Advertising Department,

SCRIPPS-McRAE PRESS ASSOCIATION,

53 Tribune Building, New York City.

116 Hartford Building, Chicago, Ill.

A Sore Head.

CANTON, OHIO, Oct. 20, 1900.

PRINTERS INK JONSON,
New York.

DEAR SIR: Send us a half barrel of News Ink same as you did before. No reason to look for a change, although just now an ink salesman threw down our paper, slammed the door and said after trying his best for us to use his ink, "We would not have anything to do with a concern that patronizes Printers Ink Jonson."

Yours, etc.,

OHIO VOLKSZEITUNG CO.,

C. von Gandberg, Sec'y.

I have the name of the salesman and the house for which he travels, but through courtesy for my customer will not mention them. If this fellow would use his efforts to uphold the quality of his goods he might be more successful in securing orders. I have a hundred customers for every one of his, but I am willing to wager that I receive less complaints and have less ink returned.

My goods are known the world over, although I have never been out of my office to sell them. My prices are printed in all of my literature and I don't charge one man a dollar for what another fellow can buy for fifty cents. Every printer looks alike to me, and I have to get his money before he gets my goods. I don't slam doors or throw down papers when I meet a printer who uses other ink than mine, but try to convince him that he can get more for his money by paying cash in advance. Send for my price list. Money refunded if goods are not found satisfactory.

Address

PRINTERS INK JONSON,
13 Spruce Street, New York City.



Seven Insertions Gratis.

An advertisement contracted for to appear in PRINTERS' INK for the year 1901 will be inserted

FREE

in all the remaining issues of 1900.

Address

PRINTERS' INK,

10 Spruce Street,

- - -

New York.

MEN,

Business men, working men (unconsciously, perhaps) certainly READ the advertisements in the street cars. ∴ ∴

WOMEN,

Buying women, on their way to buy, READ the advertisements in the street cars, and are reminded of articles and where they can be purchased. ∴ ∴

AND CHILDREN

are attracted by the pretty pictures to be seen on cards in street cars, and are continually drawing the parents' attention to this or that article advertised.

READ

STREET CAR ADVERTISEMENTS.

IT WILL PAY YOU to write us for
prices and particulars. ∴ ∴

GEO. KISSAM & CO.

253 Broadway, N. Y.

Written by J. J. Roberts, Winnipeg, Man.

15 BRANCH OFFICES.